AMERICAN
HOME
October 35¢
FOR AMERICA'S YOUNG HOMEMAKERS

# THE NEW EMPHASIS ON QUALITY

*it pays to add the extras when you build*

*50 great ideas in one kitchen*

*secrets every good cook should know*

*the big boom in bamboo*



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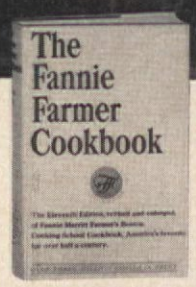


IF YOU LOVE to hear your guests rave about your blackberry cobbler or chicken scampi . . . to "visit" other parts of the world by making Danish lobster or beef Sukiyaki . . . to compare recipes and read about secrets of famous hostesses and chefs — then you are invited to accept this offer from The Cook Book Guild, formed to seek out the world's most exciting cook books and make them available to members at impressive savings.

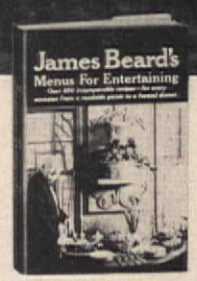
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## ANY THREE

of these 20 exciting cook books for only **$1.89** if you join now and agree to accept only four selections or alternates over the next two years.



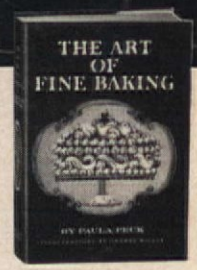

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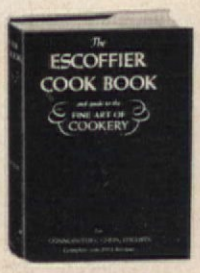

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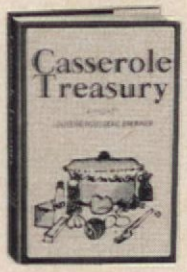

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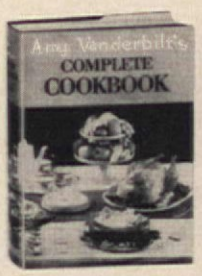

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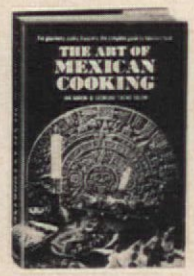

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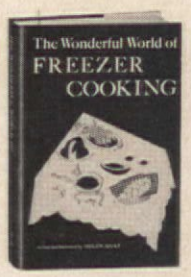

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**730. AN HERB AND SPICE COOK BOOK. Craig Claiborne** The New York Times Food Editor offers more than 400 dishes made memorable by the sophisticated use of spices and herbs.
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Do you enjoy thrilling your family and guests with your cooking? Have you found that one cook book has the best recipe for lamb curry while another has the best veal scaloppine? Do you like browsing through cook books to find interesting new dishes . . . new ways of serving?

If so, a wealth of delightful experiences awaits you in these marvelous books. And if you really love compliments, wait until you try some of the recipes!

For example: next time you serve chicken, try such exotic variations as Tandoori chicken, roasted with a yoghurt marinade . . . chicken Dijon prepared with a mustard and sour cream sauce (all from *An Herb and Spice Cook Book*). Or imagine surprising your family with poppy seed bars (from *The Art of Fine Baking*).

This is just a sample of what The Cook Book Guild offers. For here is a club devoted exclusively to seeking out the world's outstanding cook books and making them available to you at *guaranteed savings of at least 30%*.

As a member, you'll learn what great chefs look for when selecting ingredients . . . how impressive menus are planned by famous hostesses. You'll learn budget-stretching tips . . . family and regional cooking secrets. You will also discover delicious ways to diet . . . ways to save time and trouble.

Selections are described in the free monthly bulletin, *The Cook Book News*, which also contains a "recipe of the month." You may take as few as four selections or alternates within two years, or as many as you wish. With every fourth book you accept, choose a bonus book from a list of books on cooking, gardening, decorating, etc.

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# AMERICAN HOME

OCTOBER 1966

VOL. LXIX. NO. 8

FOR AMERICA'S YOUNG HOMEMAKERS

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**OUR COVER:** An inviting look at a charming Colonial in North Carolina. More about this house on page 76. Photographer: Taylor Lewis.

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*A fresh look at dinners!*

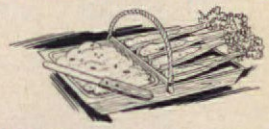


*by James Beard*

America's foremost cook-author

The way I see it, entertaining can put you and your husband in the social swing! It's easy to prepare an unforgettable dinner for guests in an hour. You ask how?

**Smart storage** of food. Good planning. Deft touches. Like starting dinner with one unique appetizer: stuffed celery with smoked salmon. Thin down cream cheese with heavy cream, beat in diced salmon. Add dash of lemon juice and chives.



**Scallops of veal** are among the tastiest dishes, yet easiest. Dinner for 4 requires 4 slices from the leg (pounded to about ⅛ inch thick). Keep them stored in Food Wrap Baggies,® as you should all your meats, to hold in the juiciness and fresh color. Other wraps just can't compare with Baggies. My special trick: soak the veal slices first in milk; then brush with olive oil and brown in butter. Now season and simmer until tender.



**Unfrenetic desserts.** Do them simply with fruit. Just top slices of pineapple or oranges with liqueur, then add rosettes of whipped cream, frozen ahead in a Jumbo Baggies. Defrost 30 minutes ahead.

What's left over? Freeze meat or poultry right in its own gravy.
Good cooking to you.

James Beard






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# DEAR READER

We heartily applaud the news that quality is coming up for some recognition. And it's about time. We think it's great that good design, good construction, and good workmanship are beginning to take precedence over cut-rate mediocrity in housing, in furnishings, in food, and in other areas of our daily life. Now we should also make certain that we have the quality people to live in these quality houses and to enjoy the quality of objects inside the home.

We haven't been able to find too much on the subject of quality people but if you asked our opinion we would start off by saying that quality people do not throw candy wrappers on the streets and sidewalks and they do say "thank you," "excuse me" at fairly frequent intervals. Quality people who are store clerks are polite to customers and don't call them "dear." Quality people who are customers are polite to clerks and salespeople along with the rest of humanity. Quality people don't leave the privacy of their own homes unless they are properly attired and groomed and they never wear hair curlers in public—even at the supermarket.

We would certainly feel that quality people take the time to be informed on the important issues of the day and that they don't become angry or upset when someone holds a view or views contrary to their own. They are also very much aware that what they do and how they act are bound to have an impact on people about them and they therefore strive to be considerate. Quality people must, of course, be individuals. You can mass produce quality in material goods, but you cannot mass produce quality people.

Jumping on the bandwagon has always been a popular pastime in this country, and we can think of few things that would provide as much universal pleasure and happiness than if people started jumping on this quality bandwagon now that it has begun to roll.

HUBBARD COBB
EDITOR

*Unretouched photo proves*

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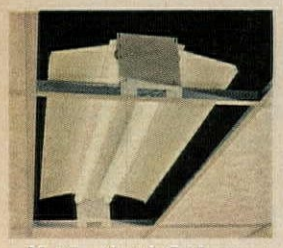

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An Armstrong Suspended Ceiling can be put up in a weekend by a do-it-yourselfer. A framework, called grid, is suspended by wires below your existing ceiling. Once the frame is in place, slip your choice of Armstrong Ceiling panels into it. And that's all.



Metal grid with Gridmate lighting fixture (panels removed to show fixture).

There's such a variety of Armstrong Suspended Ceilings that it's easy to find one that's right for your needs. There are three types of grids to choose from, and panels in ten different decorative effects. If you want modern lighting, there's an exclusive Armstrong lighting fixture called Gridmate™. It provides better light than ordinary fluorescent fixtures and attaches directly to your suspended ceiling grid. There are four styles of attractive luminous panels that can be used with the fixture.



Conestoga Temlok® and Gridmate light fixture with Clear Prismatic Panel.

**HERE'S THE NEWEST!**

You can have an Armstrong Suspended Ceiling with the handsome embossed Conestoga panel. Shown at left, this ceiling is washable and is perfect for any room. Costs about $50 in a 12′ x 14′ room.

**ARMSTRONG WOOD BEAM CEILINGS**

See the wood beams in the big picture at right, above? They have all the richness of real wood, but they're not wood at all. They're lightweight *metal*, and they're part of the easy-to-hang Armstrong Suspended Ceiling. The panels in the Wood Beam Ceiling are Armstrong Textured Fashiontone®, one of the most striking ceiling patterns. Textured Fashiontone is deeply fissured, and it's acoustical. It keeps a room delightfully quiet. You can have this acoustical Wood Beam Ceiling in a 12′ x 14′ room for less than $85.



Armstrong Wood Beam Ceiling, with Golden Spray Temlok Panels.

**VISIT YOUR ARMSTRONG CERTIFIED CEILING CENTER**

The plaque at right, below, is very important. It's the sign of an Armstrong Certified Ceiling Center, and there's a list on the opposite page of the ones near you. At these centers, you'll find factory-trained salesmen and complete displays of Armstrong Ceilings. Visit one of these Certified Ceiling Centers, see Armstrong Ceilings, and enter the contest to win a free color TV.

Armstrong
CERTIFIED
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look up & win!

# a free color TV

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**Dunn Lumber Company**
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**Ocean City Lumber**
P. O. Drawer "O"

EAU GALLIE
**Cash Builders Supply Inc.**
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**Causeway Lumber Co.**
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**Tylander Lumber**
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**Carolina Lumber Co.**
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**Davis Bldg. Sup. Co., Inc.**
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**Pointe Coupee Lbr. Co., Inc.**
Scott Road

METAIRIE
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**Standard Lumber and Hardware Company, Inc.**
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**Geo. Kellet & Sons Inc.**
1330 Press St.

**Orleans Lumber, Inc.**
3325 Orleans Street

**Ply Woods, Inc.**
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**Southern Hardware & Lumber Co., Inc.**
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**Starlin Lumber Company**
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**Harrel Builders Supply Co.**
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CLARKSDALE
**C & W Building Company**

COLUMBIA
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CORINTH
**General Building Sup. Co.**

FOREST
**Lackey Lumber & Building Material Store**
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GREENVILLE
**Building Products Wholsle.**
P. O. Box 1225

GULFPORT
**Bourgeois Materials Co.**
29th Avenue

**Builders Wholesale Supply Co.**
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**McLain & Barnes Hardware Co., Inc.**
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**Foster Lennep & Sons Building Materials**
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OXFORD
**Elliott Lumber Company**
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PASCAGOULA
**City Lumber Co.**

TUPELO
**Tupelo Lumber Company**
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**L. R. Foreman & Sons Lumber Co.**

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**Henson Timber Products, Inc.**

GREENSBORO
**Pegram-West, Inc.**
Meadowview Road

**Tile Shop**
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HENDERSON
**Alex S. Watkins, Inc.**
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**M. G. Crouch Lumber Co.**
P. O. Box 816

LAURINBURG
**Sinclair Lumber Co.**
P. O. Box 747

LENOIR
**Caldwell Builders Supply**

LUMBERTON
**Scarborough Bldrs. Sup. Co.**
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MOCKSVILLE
**Caudell Lumber Company**
1238 Bingham Street

MOUNT AIRY
**Foy Lumber Co.**
541 W. Pine St.

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**Twin City Builders**
P. O. Box 302

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ROCKY MOUNT
**Carolina Building Supply**
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RONDA
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Route 1, Box 209-A

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**McDonald Brothers, Inc.**
U. S. #1

WILSON
**Lowes, Inc.**
Highway 301

WINSTON-SALEM
**Fogle Brothers**
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BARTLESVILLE
**Baughman Lumber Co.**
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BLACKWELL
**Bynum Lumber Company**
903 South Main

CLAREMORE
**Everitt Lumber Company**
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CLINTON
**Clinton Lumber Company**
1501 Gary Freeway

ENID
**Bank Lumber Company**
302 East Main

**Caton Lumber Company**
2601 North Fourth

GUYMON
**Lumber Mart**
1411 N. Main Street

McALESTER
**Hutchison Lumber**
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**H. E. Ketcham**
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**Lane-Morse Lumber**
2001 North York

NORMAN
**Norman Lumber Co.**
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**Buford White Lumber**
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**Gibson Lumber Company**
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SHAWNEE
**Bison Lumber Company**
208 North Minnesota

STILLWATER
**Ingham Lumber Company**
117 West 8th

TULSA
**Dickason-Goodman Lbr. Co.**
923 East Third

**Hope Lumber & Sup. Corp.**
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WOODWARD
**C. E. Sharp Lumber**
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**Holman Supply Co.**

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**Camden Builders Supply**

CHARLESTON
**Van Smith Building Mtl. Co.**
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**J. R. Hamrick & Son**

FLORENCE
**Maxwell Campbell**

JOHNSTON
**V. E. Edwards & Brother**

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**F. H. Sullivan, Inc.**
Highway 52 South

MANNING
**Palmetto Building Supply**

MYRTLE BEACH
**Chapin Company**
Ninth Ave. & Oak St.

ORANGEBURG
**Home Builders Supply**
502 Sellers

SALUDA
**V. E. Edwards & Brother**

SIMPSONVILLE
**Simpsonville Lumber Co.**

SPARTANBURG
**Clement Lumber Co.**

SUMTER
**Shaw Lumber Company**
P. O. Box 1088

TAYLORS
**Taylors Lumber Co.**

TURBEVILLE
**Coker Builders Supply**

WILLIAMS
**Russel D. Warren Building Material Co.**
Drawer 19

## TENNESSEE

COOKEVILLE
**Builders Supply Co.**

DECHERD
**Henley Supply Co.**

DYERSBURG
**Forcum-Lannon Lbr. Co.**

GALLATIN
**Durham Manufacturing Co.**

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**Five Points Lumber Co.**
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2602 Western Ave.

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**La Follette Hardware & Lumber Company**

LEBANON
**Roberts Builders Sup. Co.**
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**Tate Builders Supply**
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**Hamblen Lumber Co., Inc.**
P. O. Box 1593

NEWPORT
**Rhyne Lumber Co.**
West Main St.

OBION
**Forcum-Lannon Lbr. Co.**

RIPLEY
**Chas Griggs Building Materials, Inc.**
Highway St.—North

SELMER
**Standard Lumber Co.**
133 Warren Avenue

SERVIERVILLE
**Carl Ownby & Co.**
143 W. Main St.

TRIMBLE
**Forcum-Lannon Lbr. Co.**

UNION CITY
**McAdoo Builders Sup. Co.**

WAVERLY
**Waverly Lumber Co.**
804 E. Main St.

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**G. W. Morse Lumber Co.**
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**Builders Discount**
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**Morton Lumber Company**
211 N. Cedar Street

CLIFTON
**Central Texas Lbr. Co., Inc.**
201 East 5th Street

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**Kuhn Brothers Lumber Co.**
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DEL RIO
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**Chickasaw Lumber Co.**
2701 West Vickery

FREDERICKSBURG
**National Bldg. Centers, Inc.**
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GILMER
**Construction Sup. Co., Inc.**
307-9 Tyler Street

GRAHAM
**Morrison-Smith Lumber Co.**
156 Elm Street

INGRAM
**T. J. Moore Lumber Yard**

IRVING
**Ratteree Building Materials**
101 North Rogers

JUNCTION
**T. J. Moore Lumber Yard**

KARNES CITY
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**City Lumber Company**
1500 Washington

**Herring Price Lumber**
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NEW BRAUNFELS
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**National Building Centers**
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**Dempsey Building Mtl. Co.**
816 State Line Avenue

TYLER
**Gulf State Lumber Co.**
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# BOOKS & BOOKLETS

## BOOKS OF HOME INTEREST

Most of us are familiar with Henri de Toulouse-Lautrec's art. What we didn't realize until the arrival of **THE ART OF CUISINE** was that he was also a masterful chef. This volume, written by Lautrec and profusely illustrated with his drawings, is an unusual blending of fine cuisine and art. Many of the recipes were created by Lautrec, who often made sketches of the diner and the food. Other dishes were collected from "clever cooks and conscientious mothers." Maurice Joyant, Lautrec's lifelong friend, is responsible for the recording of the recipes. A perfect gift for the lover of good food and art. Translated by Margery Weiner. $12.95. (Holt, Rinehart & Winston)

If you love to garden so much that you're sorry when summer ends, here's something of interest for you—you can continue your hobby through the winter with **FLOWERS IN THE WINTER GARDEN** as a guide. It tells how to grow flowers that bloom in late fall, winter, and early spring. The winter garden doesn't require as much care as the summer one, but can be an exciting new experience for the gardener. Written and illustrated by M.M. Graff. $4.95. (Doubleday)

Another unusual book for the gardener is one on a subject we've always found fascinating—herbs. **HERBS FOR EVERY GARDEN,** by Gertrude B. Foster, combines lore and legend with practical advice on growing and using herbs. Did you know that most of our wildflowers along the roadsides are descendants of herbs brought by the early settlers? And that fennel will soothe a baby's colic and a clove of garlic added to a dog's meat will prevent worms? The author contends that herbs have something to offer for everyone, and she even describes "projects" that can be made with them (herb corsage and wreath). $4.95. (E. P. Dutton & Co.)

The development of British furniture is traced attractively and simply in the new book, **BRITISH FURNITURE THROUGH THE AGES.** There is little text, but the story is well told through excellent black-and-white line drawings by Maureen Stafford, with an introduction by Robert Keith Middlemas. A good, general approach for the beginner. $5. (Coward-McCann)

Our Colonial craftsmen borrowed the best from the past while developing techniques and styles that were typically American. **HANDMADE IN AMERICA** is a lively account of these artisans and of how Americans lived before the Industrial Revolution. The author, Sigmund A. Lavine, evaluates not only the contributions of the famous, such as Paul Revere, but those of lesser-known craftsmen as well. $4.50. (Dodd, Mead & Co.)

These books may be ordered through your local bookstore.

## BOOKLETS YOU CAN SEND FOR

Everyone knows about bananas for breakfast, but **21 CHIQUITA BANANA CLASSICS** demonstrates how versatile they are throughout the day. Collected here are recipes for desserts, beverages, main dishes, and more. Free from Dept. AH, Chiquita Recipes, P.O. Box 200, Brookline, Mass. 02146.

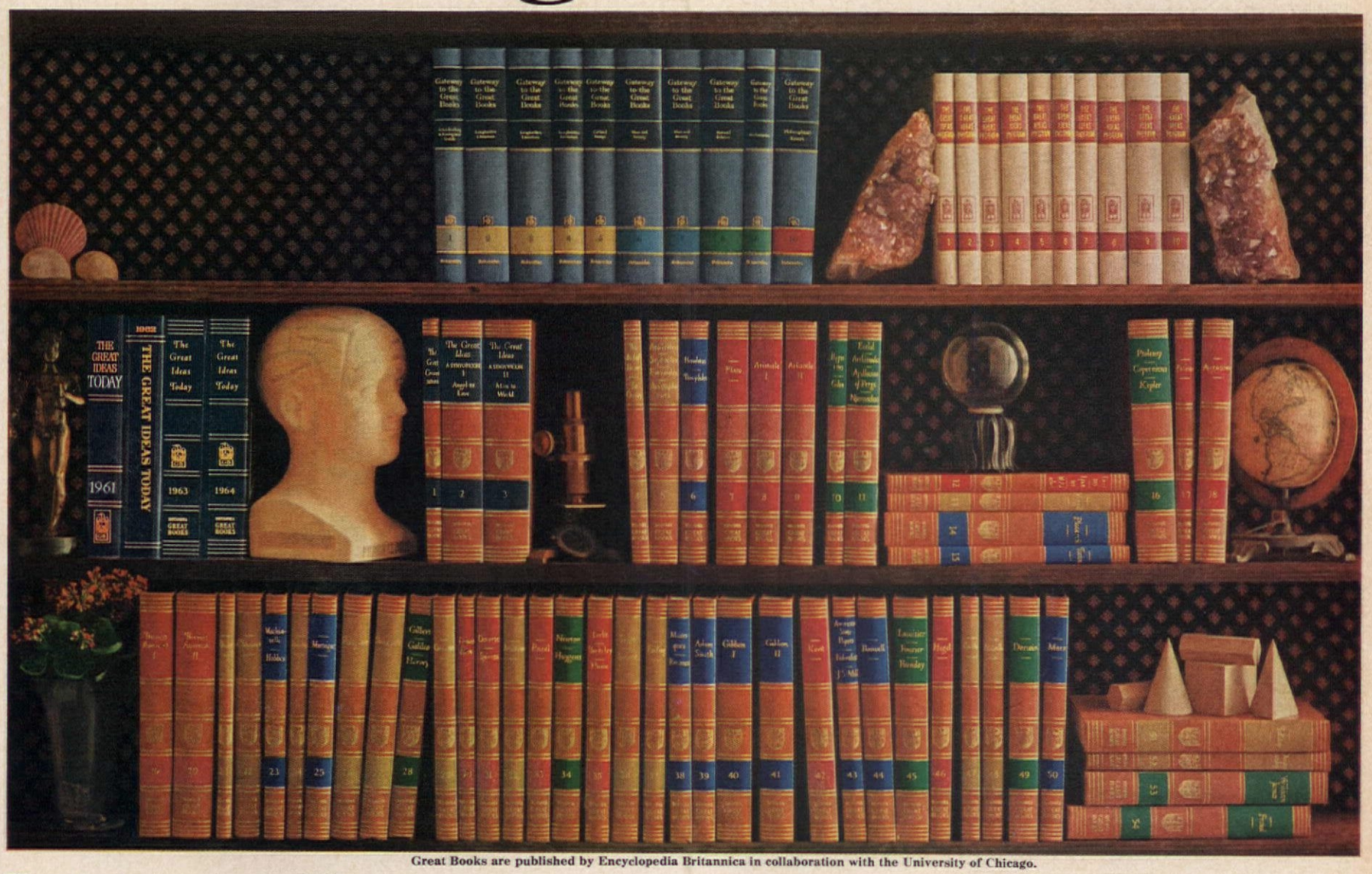
**DEL MONTE RECIPES WITH CATSUP.** Between Fabulous Aspic and Zesty Bean Dip, you'll find 12 tasty recipes using this popular condiment. Booklet is colorfully illustrated. Free from Del Monte, P.O. Box 4091, Clinton, Iowa 52732.

**TOTAL HOME COMFORT** is a package of four booklets on heating, air conditioning, humidity control, and indoor air cleaning. Find out how to better control the "climate" in your house. Free from Dept. AH, Inquiry Supervisor (118), Honeywell, Inc., 2701 Fourth Ave. So., Minneapolis, Minn. 55408.

**STORAGE** has illustrated ideas on how to turn extra space into storage areas throughout your home. Send 10¢ to Dept. AH-519-L, Western Wood Products Assoc., Yeon Bldg., Portland, Oreg. 97204. Also available: **STORAGE UNITS,** with plans for constructing four wall-storage units. Send 5¢ to Dept. AH-520-L, same address as above. For both booklets send 15¢ to Dept. AH-519-LL, same address.

If you're a prospective home owner you'll find **QUESTIONS AND ANSWERS ABOUT TITLE INSURANCE** an invaluable helpmate. The sound advice here could save you money. Free from Dept. AH, Lawyers Title Insurance Corporation, P.O. Box 6-J, Richmond, Va. 23215.

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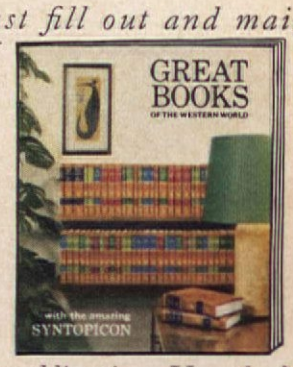
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# HOW TO BUY QUALITY

Quality used to mean durability, especially when it came to home furnishings, which were supposed to last forever, if possible. But we no longer place the emphasis on sturdiness and practicality alone. We also want excellence of design, beautiful colors, lovely materials—there's great joy in owning something that's well-made.

The fastest way we know of recognizing quality is to experience it personally—reading about it won't do. Look—with wide-open eyes and full attention—at a beautiful piece of furniture, a fine rug, a handsome glass vase. Look at them until you are aware of lines, proportions, details. Feel them; the smooth finish, the deep pile, the rounded edges. Use your other senses too: listen to the ring of crystal, the rustle of taffeta, smell the leather or the oil finish.

As you develop your critical faculties, this active participation becomes second nature and enjoyable. To acquire a standard, work your way down from the top. Look at the finest first. Then apply what you've discovered to the price category that suits you best.

We've outlined a few bench marks to help you recognize quality when you shop for furniture.

### WOOD FURNITURE

Learning to look for quality in wood furniture is more of a challenge than it's ever been, because it's here that the most revolutionary changes in manufacturing techniques have occurred. Furniture makers are putting these technological advances to work for you and now you are being offered mass-made, medium-price furniture of excellent quality.

The widespread use of veneers rather than solid wood is only one example, although many people still believe that "solid wood" is a sterling quality mark.

Much of the carving on furniture as well as on mirror frames is of an injection-molded plastic, finished to look like wood. Such techniques make it possible to reproduce fine hand carving at little cost. So long as you are aware of what you're buying and you're not being charged a high price for the product, there's nothing wrong. Learn to recognize plastic components, tap them with your fingernail—they don't sound like wood.

### THE "FINISHING" TOUCH

Finish is also a good quality indicator. Ideally, a decorative finish should enhance the wood and bring out its best characteristics. The most commonly used finishes today are:

**Oil finish**—a dry, close-to-the-grain finish that's used on Scandinavian teak pieces and on a great deal of domestic walnut furniture.

**Distressed finish** on wood and paint has a fly-specked, antique, rather mellow look and is seen on reproductions as well as on contemporary styles of furniture. One way to judge a distressed finish is to be sure it really looks authentic and not too regular or mechanical.

Mahogany and other more formal pieces no longer get a high-gloss "piano" polish. Today the finishes are much more subtle, and incidentally easier to maintain.

Many reproductions of antiques are aged mechanically: corners are blunted and the hard edges softened by a beating with metal chains. Be sure this type of aging isn't too obvious or it will begin to look cheap. Also look at how veneers are matched on the fronts of chests or desks. Veneers should be matched so that the figures in the wood all look as alike as they possibly can.

### LOOK AT THE HARDWARE

An excellent way to tell quality is to look at the hardware on a piece of furniture. The better the hardware, the heavier and more solid it will be. If a piece has drop handles, lift one up and feel its weight in your hand. If the hardware is antiqued, this should be done with subtlety, not with a heavy dollop of dark brown "goo."

### UPHOLSTERED FURNITURE

Of course it is helpful to know as much as possible about inner construction (see How to Buy Upholstered Furniture, September, 1965), but how a piece of upholstered furniture looks can tell you a great deal about how it was made.

If the piece you want to buy is covered in a print, look at how the pattern is matched. It should run in one unbroken line from the top of the back, over the seat, and right down to the edge of the skirt. Unless, of course, the pattern has been "railroaded"—run horizontally across the back. The pattern should not be chopped up but applied neatly, with repeats matched at all possible points. Stripes should run parallel to the straight sides of the chair or sofa, checks or plaids should not be pulled out of shape. If the pattern has a center motif, it should be centered on the inner and outer backs or on the seat cushions.

Lift seat cushions and check the platform on which they sit. It should be covered with a good quality fabric that is color matched or at least color coordinated to the upholstery fabric. (Some firms have a special platform fabric with their name woven in.) Wherever two pillows butt against each other, the platform should be covered with at least a wide band of the actual upholstery fabric.

Look at the seat cushions. Good upholstered pieces have seat cushions firmly held in place with straps of upholstery fabric and metal snaps. And by all means check skirts: most skirts today are attached to frames by power staple guns. Unless this is done by a very meticulous operator, the skirts can get a sloppy, bunchy look instead of hanging smoothly. Look at welts. Welting should be covered with a bias strip (tiny seams at regular intervals) and should outline a piece with T-square precision. Twisting, wavering welts are earmarks of bad tailoring.

Suppose the salesman tells you that a piece is expensive because it is tufted. Look to see if each button is really centered in a diamond of folded fabric. If a piece is only buttoned (a self-covered button is securely tied down) make sure that the button is really deeply embedded. Look at fabric-covered backs. Is the fabric completely smooth and, if the piece has a wood frame, are there welts or decorative trim to hide the tacks? Getting to know what quality is and recognizing it is a learning experience. You will eventually acquire a standard by studying magazines, visiting model rooms, and even by looking over your friends' homes with a critical eye.


# PRESTO THINKS TWICE

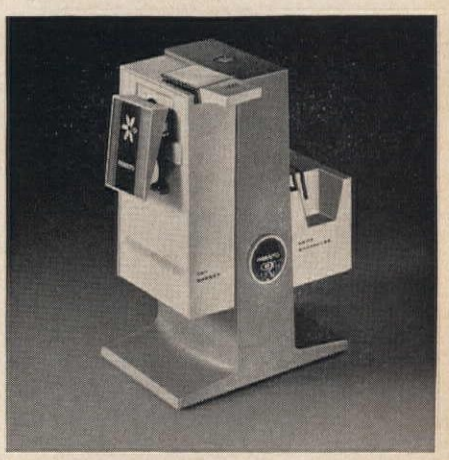
We think you're going to buy the best appliance you can find. So we match the next fellow's best and then think up a way to go him one better. You see, we'd like you to buy ours . . . it would be better for both of us.



**DELUXE HAIR DRYER.** Dries hair at home—professionally. Quiet motor, 5 heat settings, oversize drawstring bonnet, individual roller dryer, power manicure set. Handsome soft travel case.




**JUMBO FRY PAN.** Large (15-inch) with high dome cover that fits over bigger chickens and roasts. Completely automatic temperature control. Completely submersible. DuPont TEFLON® finish for no-stick cooking, no-scour clean up.



**CAN OPENER / KNIFE SHARPENER.** Double-duty appliance; opens cans cleanly, quickly; keeps knives cutting sharp. Fingertip controls, magnetic lid-holder. © N.P.I.I. 1966

THINK TWICE . . . AND YOU'LL CHOOSE
PRESTO



# Lady, you'll just love flameless electric cooking
## (almost this much)

A flameless electric range is the only way to discover just how clean and easy cooking can be. Walls and cabinets stay like new, curtains keep fresh-looking for months on end and your kitchen stays comfortably cool. Only electric ovens have the exclusive new improvements that make them so easy to keep clean. Pick the right moment to talk to your husband about a new flameless electric range—another electric appliance worth loving.

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# DID WE OVERHEAR YOU?

By Alice Thompson

The makeup artist in the store was just starting on the customer's face when the lady asked, "What can I use to get rid of these dark shadows and tiny lines around my eyes?" "We have a fine cream to lubricate the skin and a cosmetic to disguise dark circles, madame, but the treatment to get *rid* of the condition doesn't cost a penny."

"What is it?" asked the customer eagerly.

"It's simple . . . more rest, a balanced diet, more fresh air, fewer cigarettes, fewer stimulants."

"Oh *those,*" yawned the now-bored woman. "Of course I know those things. Everybody does."

She was right. You know them too. But rationalizing being a fine feminine art, do your conversations-with-yourself often run something like the eavesdropping below? First read the quotation, then our replies in parentheses. Don't take them as gentle asides. We mean them!

● "Evenings after the children are in bed is the only time that's really my own. I need the relaxation of TV and reading, don't I?" (Indeed you do . . . but not the late late show or page after page after midnight.)

● "Why, everybody takes coffee breaks . . . even in busy offices. I use mine to rest a minute. Besides, it picks me up so much." (In offices, the usual coffee break means one container in the morning, perhaps one in the afternoon. How many cups do you drink during the day? Too much can build up a case of jitters or an uneasy tummy.)

● "Between housework, mothering, chauffeuring, meal-getting, and other chores, when do I have time to get outdoor exercise every day?" (Why not try doing some of your errands on foot instead of by car? Or, if you feel you can't afford a half hour there, use your garden work as an excuse. You'll be accomplishing two projects at once.)

● "First it's Jim's breakfast, then the two older children's, and after they've left for school, the baby's. After all those, who wants a good breakfast?" (Not *after,* but *before* all that, have your juice or fruit, eggs, toast, a nice fresh cup of coffee, while everything is still quiet. You'll be amazed how smooth the rest of the morning will go.)

● "I'd really like to lose a little weight so I just have a snack for lunch." (Really like to lose? Then stop snacks. The very word is synonymous with "fattening." In minutes you can broil a lean hamburger, serve it with sliced tomato, or put a scoop of cottage cheese on a portion of lettuce.)

● "I don't smoke anywhere near as much as Jim." (But we aren't talking about Jim's tired look, dark shadows, little lines—not now. Besides, are you sure you don't?)

● "Heavens, you can't stay young forever. Certainly I'd like to look better but I'm really fine—strong and healthy." (Right on one count. Only Peter Pan had that young-forever formula. But it's good to hear you're fine, healthy. When did your doctor last give you this news?)

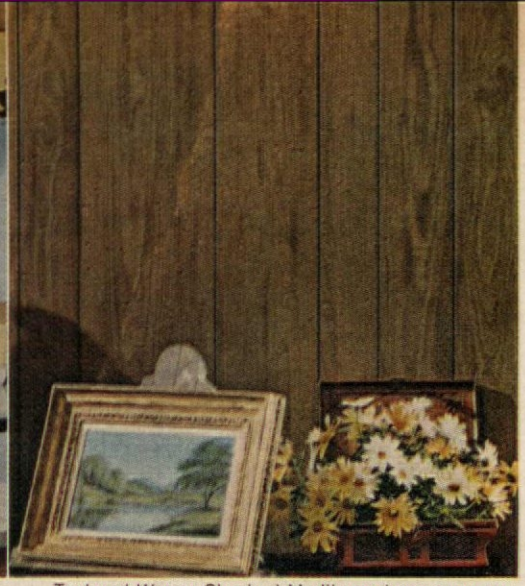

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Marlite Decorator Patterns keep kitchen walls sunshine-fresh for years. Grease, smoke, stains wipe off with a damp cloth.



Textured Wormy Chestnut Marlite captures every surface detail of this rare, costly wood. Touch it—you can feel the texture!



Marlite Murals add a new dimension to any room. These classic and contemporary art works are crafted in gold on a white background.



Want colorful cabinet doors that glide smoothly, resist stains and mars? Use Marlite Paneling—easy to work with as wood.



The costly look of imported lace comes to walls. It's Marlite Chantilly, the new Decorator Paneling for dramatic interiors.



You can see every surface detail in Textured Travertine Marlite, authentic reproduction of Italian marble. Soil-proof and washable, too.



Marlite Random Planks give you a choice of six beautiful Trendwood® reproductions with the warmth and luxury of selected hardwoods.



Be your own decorator with colorful Marlite Planks. Like all Marlite Paneling, they go up fast over old or new walls with ordinary carpenter tools.

# The beautiful

Pick a room. Any room. Marlite Decorator Paneling gives it a custom decorated look with wash-and-wear walls that stay like new for years. To create beautiful idea interiors in your home, see all 70 Marlite colors, patterns and designs at any of these building materials dealers.

## ALABAMA

**Albertsville** Ross Graden Lbr. • **Alexander City** Alex City Mfg. Co. • Central Sply. Co. • **Anniston** Kelly Sply. Co. • Lott Cabinet Shop • **Arab** Arab Cash & Carry • Kelly Sply. Co. • King Lbr. Co. • **Ashland** J. L. Smith Bldg. Sply. • **Athens** Acme Lbr. Co. • Flannagan Lbr. Co. • Flannagan Lbr. Co. (City Yard) • **Baileyton** Walker Bros. Bldg. Sply. • **Bessemer** Fountain Bldg. Sply. • Stephens Bldg. Sply. • **Boaz** Adams Lbr. Co. • Young Sply. • **Center** Bailey Lbr. Co. • **Cherokee** Guthrie & Grisham • Reids Bldrs. Sply. • **Clanton** Hays Bldg. Sply. • Scott Bldg. Sply. • **Columbiana** Smith & Frank Sply. Co. • **Dadeville** Prichard Hdwe. & Sply. Co. • **Decatur** Bruce Lemmonds Sons • Stone Lbr. Co. • **Demopolis** W. P. Breen Bldg. Sply. • **Dothan** J. E. Hathcock Lbr. Co. • **Double Springs** Horsley & Son • **Eutaw** Farmers & Builders Sply. • **Fayette** Killingsworth Gin • **Florence** Genco Specialties • **Ft. Payne** Builders Sply. Co. • Word Lbr. Co. • **Gadsden** W. E. Owens Lbr. Co. • **Glenco** A & E Hdwe. Co. • **Haleyville** Dobbs Lbr. Co. • Haleyville Lbr. & Sply. • **Hartselle** Hartselle Bldg. Sply. • Southern Sales Co. • Stone Lbr. & Sply. • **Headland** E & W Bldg. Sply. • **Heflin** Farmer Sply. Co. • **Huntsville** Dilworth Lbr. • Huntsville Bldg. Sply. • Jones Lbr. Co. • Westside Lbr. Co. • Wilson Lbr. Co. • **Jacksonville** Jacksonville Hdwe. & Sply. • West Hdwe. Co. • **Jasper** W. L. Brakefield Lbr. Co. • North Alabama Lbr. Co. • **Lexington** A. L. Thompson Bldg. Sply. • Lexington Bldg. Sply. • **Millerville** Millerville Sply. Co. • **Montgomery** Bear Lbr. Co. • **Montevallo** Montevallo Lbr. Co. • **Moulton** Littrell Lbr. Co. • **New Hope** Hereford Lbr. Co. • **North Point** Albert Holman Lbr. Co. • **Oxford** Oxford Lbr. Co. • **Ozark** Parker Johnson Bldg. Sply. • **Pell City** Builders Sply. Co. • Economy Sply. Co. • **Phil Campbell** Trapp & Keaton Bldg. Sply. • **Piedmont** Gunter Bldg. Sply. • C. L. Morgan Hdwe. Co. • **Prattville** Fountain City Bldrs. • **Rainsville** Word Bldg. Sply. • **Reform** Housel Hdwe. Co. • **Russellville** Hargert Lbr. Co. • **Scottsboro** Patrick Lbr. Co. • **Selma** T & T Bldg. Sply. • Merkle Lbr. Co. • Selma Bldg. Matls. • **Shawmut** Merrit C. Grooves • **Talledga** S & R Sply. Co. • **Tuscaloosa** Allen & Jemison • **Tuscumbia** Walker Bros. Lbr. Co. • **Wadley** Taylor Cash & Carry • **Walnut Creek** Fred Kelleway Hdwe. • **Wedowee** Bunn Lbr. Co. • Messer Bargain Barn • **Willington** Read Lbr. Co.

## ARKANSAS

**Arkadelphia** Clark County Lbr. Co. • **Augusta** White River Milling • **Bald Knob** Bald Knob Lbr. Co. • Forbes Lbr. Co. • **Batesville** Bryant Lbr. Co. • Building Sply. Co. • Hipp Lbr. Co. • Jones Lbr. Co. • **Beebe** Beebe Bldg. Sply. • **Blytheville** Delta Lbr. Co. • **Brinkley** Brinkley Lbr. Co. • Deen Lbr. Co. • **Cabot** Home Lbr. Co. • **Camden** Gamil Lbr. Co. • White City Lbr. Co. • **Cave City** Cave City Lbr. Co. • **Clarendon** Brown Lbr. Co. • **Clarksville** Ozark Hardwood Co. • **Clinton** Shannon Lbr. Co. • **Conway** Nabholz Lbr. Co. • **Cottor** Cottor Lbr. Co. • **Crossett** Westside Lbr. Co. **Dardanelle** Thomas V. Jones Lbr. Co. • Renna Sims Bldg. Sply. • **Dewitt** J. W. Porter Lbr. Co. • **El Dorado** El Dorado Lbr. Co. • Jimmy Goad Lbr. Co. • Johnson Lbr. Co. • Superior Lbr. Co. • **Fayetteville** Kelley Bros. Lbr. Co. • **Floral** Brown Lbr. Co. • **Forrest City** Flannigan Sply. Co. • **Harrison** Bonsteel Lbr. Co. • Hammerschmidt Lbr. Co. • **Heber Springs** Cleburne County Lbr. Co. • Mullens Lbr. Co. • **Hope** Hope Bldg. Sply. • **Horrmons** Stone Mill Lbr. Co. • **Hot Springs** Harlan-Noe-Battle Lbr. • **Judsonia** White County Bldg. • **Magnolia** Howard Bldg. Sply. • **Marvell** Builders Lbr. Co. • **McCrory** McCrory Lbr. Co. • **Medina** Carey Todd Lbr. Co. • **Melbourne** Band Mill Gin Co. • **Mountain View** Young Lbr. & Hdwe. • **Morrilton** Conway County Lbr. Co. • Morrilton Lbr. Co. • Rehm Bldg. Sply. • **Mt. Home** Keeter Lbr. Co. • **Mt. Ida** Hickeys Inc. • **New Lexington** Snider & Flavtt Lbr. Co. • **Newport** White River Lbr. Co. • Young & Ivy Bldg. Sply. • **Pine Bluff** Joe & Lee Sply. Co. • **Prescott** Gilbert Lbr. Co. • **Russellville** Osborne Lbr. & Hdwe. • **Searcy** White County Lbr. Co. • Wood & Freeman Lbr. Co. • **Star City** Builders Sply. Co. • **Stuttgart** Green Lbr. Co. • Stuttgart Co-op Buyers • **W. Helena** H & M Lbr. Co. • **Waldron** Scott County Hdwe. Co. • **Warren** Southern Lbr. Co. • **Wynne** Henson Lbr. Co. • J. E. Harris Lbr. Co. • **Yellville** Hammerschmidt Lbr. Co.

## FLORIDA

**Boca Raton** Causeway Lbr. Co. • **Boynton Beach** Boynton Bldrs. Sply. • **Bradenton** Lewis Lbr. Co. • **Chiefland** Chiefland Lbr. & Sply. • **Clearwater** Pinellas Lbr. Co. • **Cross City** Liles Hdwe. • **Daytona Beach** Alexander Lbr. • **Dunn** Lbr. & Sply. • **Deland** Ideal Bldrs. Sply. • **Delray Beach** Ocean City Lbr. Co. • **Fernandina Beach** Fernandina Lbr. & Sply. • Hardee Bros. • Nassau Bldg. Sply. • **Ft. Lauderdale** Causeway Lbr. Co. Inc. • Jus Rite Bldrs. Sply. • **Ft. Myers** Hamilton Lbr. Co. Inc. • **Gainesville** Camp Lbr. Co. • Combs Lbr. Co. • Gainesville Hdwe. & Bldg. • Horne Lbr. Co. • McCoy Bldg. Sply. • **Green Cove Springs** Mason Lbr. Co. • **Hallandale** Bunnys Millwork & Sply. • **Hialeah** Gale Bldg. Matls. Ctr. • **Homestead** Brooker Lbr. Co. • **Jacksonville** Arlington Lbr. Co. • Carolina Lbr. Co. • Crosby & Knighton Lbr. Co. • Duval Lbr. Co. • Lanahan Lbr. Co. • Mason Lbr. Co. • **Key West** Strunk Lbr. Yd. Inc. • **Lake Butler** Crews Lbr. Co. • **Lake City** Field Sply. Co. • Granger Lbr. Co. • Lake City Industries • Rossi Hdwe. Co. • **Lakeland** Orange Lbr. Co. • **Leesburg** Leesburg Bldg. Matls. Inc. • Ro-Mac Lbr. & Sply. Co. • **Mayo** Mayo Lime Products • **Miami** Jus Rite Bldrs. Sply. • **Monticello** E. W. Davis Co. • **N. Miami Beach** Arch Creek Lbr. Co. • **Orange Park** Murray Hill Lbr. Co. • **Orlando** Albert & Jamison Bldrs. • Mills & Nebraska Lbr. • Smyth Lbr. Co. • **Palatka** Cameron Lbr. Co. • Poage Lbr. Co. • Snyder Bldg. Sply. • **Pompano Beach** Atlantic Bldrs. Sply. • Jus Rite Bldrs. Sply. • Pompano Lbr. Co. Inc. • **Quincey** Quincey Lbr. Co. • **San Antonio** San Antonio Lbr. Co. • **Sarasota** Stottlemyer & Shoemaker • Walker Lbr. Supermart Inc. • **Sebring** Central Bldrs. Sply. • **St. Augustine** Bond & Howell Lbr. Co. • Builders Serv. Co. • **St. Petersburg** Harold C. Anderson Lbr. • Pinellas Lbr. Co. • **Starke** D & W Auto Sply. & Bldrs. • Starke Bldg. Sply. • **Tallahasee** Discount Lbr. Co. • Pichards Inc. • Ro-Mac Lbr. & Sply. Co. • Tallahasee Variety Wks. • **Trenton** R. W. Hdwe. Co. • **W. Palm Beach** Butler Bros. Lbr. Co. • Lainhart & Potter Inc. • **Winter Haven** Berry Bldrs. Sply. • **Winter Park** Fuller

## GEORGIA

**Albany** Brown Floor Covering Co. • Bryants Inc. • East Albany Lbr. Co. • Giles Lbr. Co. • Smith Lbr. Co. • Watkins Bldrs. Sply. • Watkins Lbr. Co. • **Alma** Farmers Sply. Co. • **Americus** Shiver Lbr. Co. • **Athens** Armstrong Dobbs • Athens Lbr. Co. • Normal Hdwe. Co. • **Atlanta** Anderson & McGriff Lbr. Co. • Baxter Lbr. Co. • Brand & Vaughn Lbr. Co. • Buckhead Sply. Co. • Carolina Lbr. Co. • Randall Bros. Lbr. Co. • Robert Spector Lbr. • Southern Door & Plywood • Williams Bros. Lbr. Co. • **Augusta** Pratt & Dudley Bldrs. • **Austell** Stephens Lbr. Co. • **Bainbridge** Adam Lbr. Co. • Willis Lbr. Co. • **Barnesville** Bankston Lbr. Co. • Lamar Bldg. Sply. • **Baxley** Filtered Rosin Products • **Blakely** Boyette Whise. Co. • **Bowdon** Cook & Causey • **Brooklet** Jones Bldg. Sply. Co. • **Brunswick** Builders Sply. Co. • Land Planing Mill • So. Georgia Mlwk. • **Burford** Burford Bldrs. Sply. • **Cairo** M&M Bldg. Sply. • **Calhoun** Moss Bldrs. Sply. • Stone Bldrs. Sply. • **Canton** Frady Sply. Co. • Jones Bldg. Matl. • **Carrollton** Cash & Carry Bldg. Sply. • Jones & Duke Lbr. Co. • Plywood Case Co. • Richards Lbr. Co. • **Cartersville** Knight Cash & Carry • **Cedartown** Peek & Hightower Lbr. • Trippe Lbr. Co. • **Chatsworth** Owens & Peden Sply. Co. • **Claxton** Bowen Rogers Hdwe. • **Clayton** Tri-State Bldg. Sply. • **College Park** College Park Sply. • Elder Bldg. Sply. Co. • **Columbus** Columbus Iron Works • Danny Cabinet Shop • Harvey Lbr. Co. • United Bldrs. Sply. Valley Fir & Redwood Co. • Williams Lbr. Co. • **Commerce** Wright Lbr. Co. • **Cornelia** Davis Bros. Lbr. Co. • Habersham Hdwe. Co. • **Covington** Pratt & Dudley Bldg. Sply. • **Dallas** Cash & Carry Sply. Co. • **Dalton** Acme Lbr. Co. • Decorators Sply. • C. H. Fraker & Sons • **Dawson** Dawson Bldrs. Sply. • • **Decatur** Pattillo Lbr. Co. • **Donaldsonville** Seminole Bldg. Sply. • **Douglas** Coffee City Millworks • **Douglasville** Builders Sply. Co. • Craft Bros. Hdwe. • **Dublin** Cordele Sply. Co. • Shuman Sply. Co. • **Eastman** Stevenson Sply. Co. • **Eatonton** C & W Cabinet Shop • **Elberton** Elberton Compress Co. • **Ellivay** Bradley Lbr. Co. • **Farmington** Farmington Lbr. • **Fort Valley** Spillers Bros. Lbr. Co. • **Gainesville** Chambers Lbr. Co. • Davis & Washington Lbr. Co. • Lawson & White Lbr. Co. • Parks Lbr. Co. • **Glakely** Felders Hdwe. • **Hartwell** Vickery Lbr. Co. • **Hawkinsville** Builders Sply. Co. • **Jackson** Cash & Carry • **Jesup** Hodges Hdwe. • Murphy Bldrs. Sply. • **La Grange** Daniel Bldrs. Sply. • Daniel Lbr. Co. • Hutchinson Lbr. Co. • Newnan Constr. Co. • **Lafayette** Turman Bldg. Sply. • B & C Lbr. Co. • **Lavonia** Harbin Lbr. Co. • **Lawrenceville** Ramsers Bldg. Sply. • **Macon** Dixie Plywood Co. • **Madison** Farmers Hdwe. Co. • **Manchester** McDonnel Hdwe. Co. • **Marietta** Marietta Lbr. Co. • Northside Lbr. Co. • Stephens Lbr. Co. • **McDonough** Planters Warehouse • **Milledgeville** Building Products • **Montezuma** Montezuma Lbr. Co. • Sinclair Lbr. Co. • **Monticello** Vasper County Bldg. Sply. • **Moultrie** A & S Mlwk. • Baell Mercantile Co. • Bryants Inc. • **Newnan** Cash & Carry Sply. • Cash & Carry Matls. • Godry Lbr. Co. • **Pelham** Pelham Bldrs. Sply. • **Perry** Tolleson Sply. Co. • **Powder Springs** J. F. Keith & Sons • **Rockmont** Davenport Bldrs. Sply. • **Rome** Garden Lakes Bldg. Matl. • O'Neil Mfg. Co. • Rome Bldg. Sply. • S. I. Storey Lbr. Co. • **Royston** Harbin Lbr. Co. • **Savannah** T. H. Guerry Lbr. Co. • Savannah Lbr. Co. • Savannah Planing Mill • **Smyrna** Earl Smith Floor Cov. • Stephens Lbr. Co. • **Statesboro** Alderman Roofing Co. • Walter Aldred Co. • E. A. Smith Grain Co. • **Summerville** Bryant & Sons • **Sylvester** Empire Merc. Co. • **Thomaston** Frank Binford Bldg. Sply. • M. F. Elliott Cash & Carry • Thomaston Bldrs. Sply. • **Thomasville** Brasey Lbr. Co. • Modern Bldrs. Inc. • Tuggle Bros. • **Tifton** Allied Matls. Co. • Carson Lbr. Co. • Nashville Variety Works • Short & Paulk Sply. Co. • **Toccoa** Grafton Lbr. Co. • Harbin Cash & Carry • Harbin Lbr. Co. • Richardson Lbr. Co. • **Tucker** Cofer Lbr. Co. • **Valdosta** Allied Bldg. Matls. • J. N. Bray Co. • Stump Bros. • **Villa Rica** City Hdwe. Co. • Richardson Hdwe. & Sply. • **Warner Robins** Warner Robins Sply. Co. • **Washington** Johnson Lbr. Co. • **Waycross** Enterprise Mfg. Co. • **Winder** Piedmont Bldrs. Sply. • Smith Lbr. Co.

## LOUISIANA

**Amite** Amite Bldg. & Sply. • **Angie** C & S Sply. Store • **Arabi** Modern Woodcraft Mfg. • **Bastrop** Terzia Lbr. & Hdwe. • **Baton Rouge** Baton Rouge Lbr. • Baton Rouge Sply. • Ero Inc. • Plank Road Lbr. Co. • Scenic Hwy. Lbr. Co. • State Lbr. Sply. Co. • **Bogalusa** Bogalusa Sply. Co. • Marx Wholesale Sply. • Varnado Bldg. Matls. • **Bourg** Pate Bldg. & Sply. Co. • **Buras** B & G Lbr. Co. • **Chalmette** Rebel Sply. Co. • **Covington** All State Bldg. Sply. • Fontan & Becker Bldg. Spec. • **Denham Springs,** Bayou State Disc. • **Franklinton** Johnsons Hdwe. • **Galliano** Galliano Lbr. • **Golden Meadow** Sandras Lbr. Co. • **Gramercy** H. Const. & Sply. Co. • **Hammond** Locascio Bldg. Matls. & Hdwe. • **Houma** Houma Brick & Box Co. • **Kenner** Lacour Lbr. Co. • **Lockport** Independent Lbr. Co. • **Lutcher** C. T. Boudreaux Lbr. Co. • **Metairie** Lumber Prod. • Nursery Ave. Lbr. • Simon Streiffer Co. • **Nairn** E. Edgecombe Lbr. Yd. • **New Orleans** Bernard Lbr. Co. • Wilson C. Bourg & Son Lbr. • A. B. Clark Lbr. Co. • Carruth Bros. Lbr. Co. • Sam Dash & Son. • Fine Woods Co. • George Kellett & Sons • Plywoods Inc. • Southern Hdwe. & Lbr. Co. • Stone Lbr. Co. • **Norco** Norco Bldg. & Sply. Co. • **Plaquemine** W. A. Wilbert & Son • **Ponchatoula** L. C. Bldrs. Sply. • Value Cntr. • **Westwego** Bordelon Homes & Lbr. Co. • Westwego Bldg. & Serv.

## MISSISSIPPI

**Aberdeen** Bradley Lbr. Co. • **Ackerman** Ackerman Sply. Co. • **Amory** Gilmore Puckett Lbr. Co. • **Baldwyn** Davis Lbr. Co. • **Batesville** Fischer Lbr. Co. • Graves Lbr. Co. • **Bay Springs** Alexander Hdwe. Co. • **Booneville** Booneville Lbr. Co. • **Bruce** Spratlin & Bennett Lbr. Co. • **Carthage** Dorrill Lbr. Co. • **Clarksdale** C & W Constr. Co. • Hyde Bros. Lbr. Co. • **Collins** The Pope Co. **Columbia** W. W. Wolfe Lbr. Yd. • **Columbus** Columbus Bldg. Sply. • **Como** Lundgren Lbr. Co. • **Corinth** General Bldg. Sply. • **Forrest** Bldrs. Sply. Co. • Lacky Lbr. Co. • **Greenville** Alexander & Sons • Bldg.

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Prods. • **Greenwood** Meadows Mlwk. • Simpson-Stepp-Lott • **Gulfport** Bldrs. Whsl. Sply. • Harris Lbr. & Matl. Co. • **Hattiesburg** Jones Bldg. Matl. • The Ferrill Co. • **Holly Springs** Cash Lbr. Co. • **Houston** R. E. Dendy Lbr. Co. • **Itta Bena** Itta Bena Bldg. Sply. • **Iuka** Jourdan Lbr. Co. • **Kilmichael** Garrett Bldg. Sply. • Steves Hdwe. • **Kosciusko** New Home Lbr. Co. • **Lexington** Simpson Stepp & Lott Lbr. • **Louisville** Louisville Bldg. Matl. • **Magnolia** Magnolia Bldrs. Sply. • **Meridian** Acme Sply. Co. • **Nettleton** Black Bldg. Sply. • **New Albany** H. C. Porter Lbr. Co. • **Oxford** Elliott Lbr. Co. • **Pascagoula** City Lbr. & Sply. Co. • **Philadelphia** Hooper Co. • **Summit** Mid City Paint & Sply. • **Tupelo** Gravlee Lbr. Co. • Hodges Home Sply. • **West Point** Bldg. Servs. • **Winoa** Bldrs. Sply. • Bldrs. Lbr. Co.

## NORTH CAROLINA

**Aberdeen** Sandhill Bldrs. Sply. • **Ahoskie** W. H. Basnight Co. • **Albemarle** Consolidated Lbr. Co. • Lowder Hdwe. Co. • **Asheville** Atkins & Harper Lbr. Co. • Charles Westall Co. • **Asheboro** Hedgecock Home Bldg. • **Asheville** Johnson & Chandley Lbr. • **Bedford** G. W. Huntleys • **Belmont** Belmont Lbr. Co. • **Black Mountain** Black Mountain Lbr. Co. • **Boone** Coffeys Bldg. Sply. • Watauga Bldrs. Sply. • **Burlington** Alamance Lbr. Co. • Zimmermans Lbr. Co. • **Canton** Canton Woodwork Shop • **Candler** Frank Austin Co. • **Charlotte** Abernethy Lbr. Co. • Builders Matls. Co. • Edwards Lbr. Co. • H & S Lbr. Co. • McGee Lbr. Co. • Mitchum Sply. Co. • Town & Country Hdwe. • **China Grove** Bare & Son Lbr. Co. • Grove Sply. Co. Inc. • **Concord** B. E. Kluttz Lbr. Co. • **Dallas** Summey Hdwe. Co. • Summey Bldg. Sply. Co. • **Deep Gap** V. L. Moretz & Son • **Durham** Coman Lbr. Co. • Home Bldg. Sply. Co. • W. Durham Lbr. & Sply. • **Elizabethtown** Bladen Builders Sply. • **Fayetteville** Fayetteville Whsl. Bldg. • Highland Lbr. Co. • Parks Bldg. Sply. • **Fletcher** Bagwell Lbr. Co. • **Forest City** Henson Timber Prod. • **Franklin** Nantahala Lbr. Co. • Reeves Lbr. Co. • **Gaffney** Gettys Lbr. Co. Inc. • **Gastonia** A & P Hdwe. Co. • Ranlo Sply. Co. • Seth Lbr. Co. Inc. • Spencer Lbr. Co. Inc. • Tiletown Inc. • Witten Sply. Co. • **Hazelwood** W. N. C. Dealers Whsl. • **Hendersonville** Harden Floor & Tile • Hyder Floor Cvg. • Lance Lbr. Co. • Rigby & Morrow Co. Inc. • **Hickory** M. G. Crouch Lbr. Co. • **High Point** Beeson Hdwe. Co. • Southland Sply. Co. • **Kannapolis** Gulledge Bldg. Sply. • **Kernersville** Kernersville Lbr. Co. • Snyder Lbr. & Sply. • **Kinston** Kinston Bldg. Sply. • **La Grange** Sasser Lbr. Co. Inc. • **Lenoir** Contractors Whsl. Sply. • **Liberty** Johnson & Son Lbr. Co. • **Linville** Linville Lbr. Co. • **Lincolnton** Seth Lbr. Co. Inc. • **Locust** Locust Hdwe. Co. • **Lumberton** Scarborough Bldrs. Sply. • **Marion** Builders Sply. Co. • **Marshville** Allen Griffin Lbr. Co. • Stegall Sply. Co. • **Mocksville** Mocksville Bldrs. Sply. • **Monroe** M & H Bldg. Matls. Co. • **Morganton** Burke Lbr. Co. • C & L Bldrs. Sply. • Wall Lbr. Co. • **Morehead City** Morehead Bldrs. Sply. • **Mt. Airy** Harris Whsl. Bldg. Sply. • Schafer Bldg. Sply. Co. • **N. Wilkesboro** Quality Bldrs. Sply. • **Newton** Twin City Bldrs. Inc. • **Pembroke** Pate Sply. Co. • **Point Harbor** Griggs Lbr. Co. • **Raeford** Raeford Lbr. Co. • **Reedsville** Reedsville Bldg. & Sply. • **Rockingham** Carolina Standard Corp. • **Rural Hall** Wilson Bros. Lbr. Co. • **Rutherfordton** Citizens Mfg. Co. • Conner Lbr. Co. • **Salisbury** Bldrs. Sply. Co. • Goodman Lbr. Co. • Salisbury Lbr. & Sply. Co. • **Sanford** Joyner Whsl. Bldg. • **Shelby** O. E. Ford Co. Inc. • **Spindale** Callahan & Koon Inc. • **Spruce Pine** Spot Bldg. Sply. Co. • **Stanley** Hawley Lbr. Co. • **Statesville** H & B Co. • Sherrill Lbr. Co. • **Sylva** Southern Lbr. Co. • **Thomasville** Black Lbr. Co. • Lowder Sply. Co. • Reed Sply. Co. • **Tryon** Tryon Bldrs. Sply. • **W. Jefferson** Gentry & Houck Bldrs. Sply. • Midway Lbr. & Sply. Co. • **Wadesboro** H. W. Little Co. • **Walnut Cove** Stokes Lbr. Co. Inc. • **Warrensville** Bldrs. Shop. Cntr. • **Whiteville** Townsend Bldrs. Sply. • **Winston-Salem** Harris Whsl. Bldrs. Sply. • Highland Bldrs. Sply. Inc. • Poindexter Lbr. Co. • Tuttle Lbr. Co. • **Yadkinville** Yadkin Lbr. Co.

## OKLAHOMA

**Ada** Adams Lbr. & Sply. • Collins Lbr. Co. • **Bartlesville** Overlees & Woods Lbr. Co. • **Beaver** Beaver Lbr. Co. • Home Lbr. & Sply. Co. • **Buffalo** Home Lbr. & Sply. Co. • **Crescent** Crescent Lbr. Co. • **Duncan** Duncan Bldrs. Sply. • Kendrich & King Lbr. Co. • **Enid** Bank Lbr. Co. • Caton Lbr. Co. • **Garber** Antrim Lbr. • **Guthrie** Antrim Lbr. • **Hennessey** Ray Johnson Lbr. Co. • **Lexington** Parson Lbr. Co. • **Marlowe** Antrim Lbr. • **Midwest City** Mid America Inc. • **Moscow** Brookside Lbr. Co. • **Muskogee** Cook Lbr. Co. • Hope Lbr. Co. • **Norman** A & B Lbr. Co. • Norman Bldrs. Sply. • Sayre Bldrs. Sply. • **Oklahoma City** A & W Lbr. Co. • Britton Lbr. Co. • Chaffin Lbr. Co. • Cullen Lbr. Co. • Joel Coley Lbr. & Hdwe. • Davidson & Case Lbr. Co. • Guild Lbr. Co. • The Lbr. Shed • Oran Houston Lbr. Co. • **Ponca City** Currell Lbr. Co. • **Shawnee** Bison Lbr. Co. • **Shattuck** Ellis County Bldg. & Sply. • **Shaunee** McKee Lbr. Co. • **Stillwater** Shelton Lbr. Co. • **Tulsa** Brookside Lbr. & Sply. • Crews Bldg. Matl. Cntr. • Hope Lbr. & Sply. Co. • **Watonga** Davidson & Case Lbr. Co. • **Weatherford** Davidson & Case Lbr. Co. • **Woodward** C. E. Sharp Lbr. Co. • **Yukon** Yukon Lbr. Co.

## SOUTH CAROLINA

**Abbeville** Edwards-McDill • **Aiken** Aiken Bldrs. Sply. • Dyches Bldrs. Splys. • **Anderson** Cromer-Sullivan Constr. • **Andrews** Rowell Hdwe. • **Barnwell** Barnwell Bldg. Sply. • **Batesburg** Batesburg Bldrs. Sply. • **Beaufort** Kinghorn Sply. • **Belton** Cox Lbr. Co. • Haynie Bldrs. • **Bennetsville** H. J. Munnerlyn Co. • **Bethune** Miller Lbr. Co. • **Bishopville** Carolina Lbr. Co. • **Calhoun** J. L. Carlisle • **Camden** Pine Tree Bldrs. Sply. • Tile Mart • **Charleston** Charleston Plywood & Lbr. • Munford Do-It-Yourself • C. C. Rhodes • Southern Lbr. & Mlwk. • Van Smith Co. • **Cheraw** Cheraw Sash Door & Lbr. • **Chester** Hamrick Lbr. Co. • Murray Lbr. Co. • **Chesterfield** Teals Woodshop • **Clover** Falls Bros. Lbr. Co. • **Columbia** Carolina Wholesale • Mary Carter Home Imp. • Dealers Sply. Co. • **Conway** Waccamaw Lbr. & Sply. Co. • **Darlington** Darlington Bldrs. Sply. • **Denmark** Brooker Hdwe. • **Dillon** Dillon Lbr. Co. • Dillon Wood Works • **Elko** Shumpert Lbr. Co. • **Florence** Florence Bldg. Sply. • Floor Covering Spec. • Murray-Mitchell Co. • **Fountain Inn** Fountain Inn Lbr. Co. • **Gaffney** Economy Bldrs. Sply. • Gaffney Lbr. Co. • **Gifford** Hanna Lbr. Co. • **Greenville** Citizens Lbr. Co. • Phillips Cabinet Shop • Frank Gilmer Lbr. Co. • **Greer** Dobson Lbr. Co. • Greer Floor Covering • **Great Falls** Hoke Lbr. Co. • **Greenwood** Mauldin Lbr. Co. • **Hampton** Brunson Bldg. Sply. • **Hartsville** Enterprise Lbr. Co. • Hartsville Bldrs. Sply. • Newsom Bldrs. Sply. • **Hemingway** Grier Bros. • **Holly Hill** Holly Hill Lbr. Co. • **Johnston** Crouch Hdwe. Co. • V. E. Edwards Co. • **Kershaw** Kershaw Mercantile Co. • **Kingstree** Southern Home Sply. • **Lake City** Lake City Bldrs. Sply. • F. H. Sullivan Co. • **Lamar** Andrews-Donohoe Lbr. Co. • **Landrum** J. C. Brown & Co. • **Lancaster** Porter Belk Lbr. Co. • **Laurens** Laurens Lbr. Co. • H. L. Roper Co. • **Lyman** Lindsey Sply. • **Manning** Clarendon Sply. Co. • Palmetto Lbr Co. • **Marion** Pee Dee Bldg. Ind. • **Moncks Corner** Fort Sply. Co. • **Myrtle Beach** Chapin Co. • Myrtle Beach Lbr. Co. • **Newberry** Newberry Lbr. Co. • **Ocean Drive** Ocean Drive Tile • **Orangeburg** Orangeburg Bldrs. Sply. • **Pickens** Holder-Floyd • **Ridgeland** Richardson Bldg. Sply. • **Rock Hill** City Bldrs. Serv. • Roy Neely Lbr. Co. • **Saluda** V. E. Edwards Co. • **Seneca** Seneca Cabinet Shop • **Six Mile** Stewart Lbr. Co. • **Spartanburg** Clement Lbr. Co. • Macco Inc. • **Sumter** Avery Lbr. Co. • **Summerville** Salisbury Brick Co. • **Taylors** Taylors Lbr. Co. • **Timmonsville** Donohoe Lbr. Co. • **Turbeville** Coker Bldg. Sply. • **Union** Berry Lbr. Co. • **Walterboro** Corbett Bldg. Sply. • Godwin Sply. • **Walhalla** Walhalla Bldrs. Sply. • **Westminster** Gaines Lbr. Co. • **Williamston** Williamston Lbr. Co. • **Winnsboro** Winnsboro Bldg. Sply. • **Woodruff** Workman Lbr. Co.

## TENNESSEE

**Athens** Hammer & Johnson • **Bells** Bells Lbr. Co. • **Bradford** Leech Bros. Lbr. Co. • **Brownsville** Bridgewater Lbr. Co. • **Centerville** Green Hill Sply. Co. • Leslie Dorton Lbr. • **Chattanooga** Sewanee Coal & Lbr. • Valley Sply. Co. • **Clarksville** Orgain Bldrs. Sply. • **Columbia** Parrish Lbr. & Bldrs. Sply. • Parrish Lbr. Co. • Riverside Lbr. Co. • **Counce** Little Andys Lbr. Yard • **Crossville** C. R. Graybeal & Son • **Crump** River Heights Lbr. Co. • **Daisy** Floyd Hdwe. Co. • **Decherd** Henly Farm Sply. • **Dickson** Dickson Bldrs. Sply. Co. • **Dover** Fox Lbr. Co. • **Dresden** McWherter Lbr. Co. • **Dyer** City Lbr. Co. • **Dyersburg** Forcum & Lannon Lbr. Co. • R. C. Thurston Lbr. Co. • Whitehurst Lbr. Co. • **Elizabethton** Bldrs. Sply. Co. • **Erwin** Liberty Lbr. Co. • **Fayetteville** Bldrs. Sply. Co. • Finley & McKinney • **Franklin** S. E. Farnsworth & Co. • **Friendship** Friendship Lbr. Co. • **Gallatin** Durham Mfg. Co. • Gallatin Coal & Lbr. Co. • **Gatlinburg** McCarter Lbr. Co. • **Greeneville** Crum Lbr. Co. • Greeneville Lbr. Co. • Keel & Drewery Lbr. Co. • Paty Lbr. Co. • **Henderson** City Lbr. Co. • Hearn Lbr. Co. • Johnson Lbr. Co. • **Henning** Henning Lbr. Co. • **Hornsby** Whitehurst Lbr. Co. • **Humbolt** Lashlee & Rich Lbr. Co. • **Huntland** R & W Lbr. Co. • **Jackson** City Lbr. Co. • Five Points Lbr. Co. • Hollywood Lbr. Co. • **Kingsport** Citizens Sply. Corp. • Roberts & Johnson Lbr. Co. • **Knoxville** Broadway Mfg. Co. • A. G. Heins Co. Inc. • **LaFollette** Harris Farm Sply. • **Lawrenceburg** Parkes Lbr. Co. • **Lebanon** Fakes & Hooker Lbr. • Lebanon Mlwk. & Sply. • Roberts Bldg. Sply. • **Limestone** Keebler & Smith Hdwe. • **Linden** Pevahouse Lbr. Co. • Wood & Breeding Hdwe. Co. • **Loudon** Carter Lbr. Co. • **Manchester** Manchester Lbr. & Sply. • **Martin** Home Sply. Co. • Overton Bldg. Sply. • **Maryville** P. S. Scales Bldr. Sply. • **Maury** Maury City Lbr. Co. • **McKenzie** Highland Lbr. Co. • McClean Lbr. Co. • **Memphis** Fay Bldrs. Sply. • C. E. Thompson Lbr Co. • **Milan** A-One Lbr. Co. • Fite Bldr. Sply. • Stewart Lbr. Co. • **Morristown** Home Lbr. Co. • McGuffin Lbr. Co. • Volunteer Sply. Co. • **Mt. Pleasant** Shackleford Bldrs. Sply. • **Murfreesboro** Haynes Bros. Sply. Co. • **Nashville** Old Hickory Box & Lbr. Co. • A. J. Smith Lbr. Co. • Wrights Tile & Linoleum • **New Tazewell** Duncan Lbr. Co. • **Newport** Rhyne Lbr. Co. • **Oak Ridge** Anco Sply. Co. • **Obion** Forcum & Lannon Lbr. Co. • **Paris** Kimbel Lbr. Co. • **Parsons** Tinker Sand & Gravel • **Red Bing. Spgs.** Genie Jone Lbr. Co. • **Ripley** Griggs Bldg. Matl. • **Rockwood** Molyneux Lbr. Co. • **Selmer** City Lbr. Co. • Standard Lbr. Co. • **Shelbyville** Shelbyville Lbr. Co. • **Smyrna** Crosslin Sply. Co. • Smyrna Hdwe. & Lbr. Co. • **Somerville** John P. Morton Lbr. Co. • **Springfield** Carter Lbr. Co. • **Sweetwater** Pedigo Lbr. Co. • **Tiptonville** J. E. Vaughn Lbr. Co. • **Tracy City** John Greeter Bldrs. Cntr. • **Trenton** J. O. Long Lbr. Co. • **Trimble** Forcum & Lannon Lbr. Co. • **Tullahoma** Tullahoma Floor Covering • **Union City** McAdoc Bldg. Sply. • Nailing Mill & Lbr. Co. • **White Pine** White Pine Sply. Co.

## TEXAS

**Abilene** Abilene Sash & Door Co. • Biggers Bldg. Sply. Co. • Central Flooring Co. • City Lbr. Co. • Cobb Lbr. Co. • Custom Craft • Fielder Lbr. Co. • Jennings Lbr. Co. • Powell Planing Mill • S. Texas Lbr. Co. • **Alice** Factory Outlet • **Arlington** Brown Lbr. Co. • Home Owners Sply. Co. • Mayfield Lbr. Co. • **Austin** Calcasieu Lbr. Co. • **Bay City** Bell Lbr. Co. • **Bowie** Home Bldrs. Sply. Co. • **Brownsville** Hughes-Tuggle Lbr. Co. • Mania Lbr. Co. • Zarsky Lbr. Co. • **Brownwood** Woodson Lbr. Co. • **Clarksville** GT Texas Lbr. Co. • **Cleveland** Home Bldg. Sply. • **Comanche** H. F. Williams Bldg. Sply. • **Corpus Christi** Armstrong Lbr. Co. • Corpus Christi Brick • Kaffie Lbr. Co. • **Corsicana** Wm. P. Carey Lbr. Co. • Harris Lbr. • W. R. McKee Lbr. Co. • Whiteselle Brick & Lbr. • **Crockett** Turner Hdwe. & Constr. • **Dainger-field** Grogan Sply. Co. • **Dallas** Barns Lbr. Co. • Kuhn Bros. Lbr. Co. • Lyon Gray Lbr. Co. • Pfeil & Sons • Weiner Lbr. Co. • Williford Lbr. Co. • **Denton** B & H Lbr. & Hdwe. • Davis Bros. • **Denison** V. A. Bruno Lbr. Yd. • Cole Lbr. Co. • Denison Lbr. Co. • Main St. Lbr. & Supply. Co. • **Donna** So. Texas Lbr. Co. • **Eastland** Crowell Lbr. Co. • **Edinburg** Gate City Lbr. Co. • **El Campo** Home Lbr. Co. • **Ennis** Hodo Bldg. Splys. • **Fredricksburg** Stein Lbr. Co. • **Ft. Worth** Barber Lbr. Co. • Berry St. Lbr. • Driskoll Lbr. Co. • Jefson Lbr. Co. • Leonards • Rosedale Lbr. Co. • **Gainesville** Joe Walter Lbr. Co. • Woods Lbr. Co. • **Galveston** Gulf Lbr. Co. • **Grand Saline** Cash Lbr. Co. • **Grand Prairie** Midway Lbr. Co. • Perkins Lbr. • **Graham** Wilson Lbr. Co. • **Greenville** Foxworth & Galbraith Lbr. • Meador Lbr. • **Harlingen** Arroyo Lbr. Co. • Harlingen Lbr. Co. • **Henrietta** Gentry Lbr. Co. • **Houston** Bering Lbr. Co. • Blalock McCall Lbr. • Freeway Lbr. Co. • Maynor Lbr. Co. • Sam Bassett Lbr. Co. • Suburban Homes Lbr. Co. • Walker Kurth Lbr. Co. • **Hurst** Hurst Lbr. Co. • **Iowa Park** Gary-Nees Lbr. Co. • **Irving** Lone Star Mill & Lbr. • **Kerens** Hays Hoskins Lbr. Co. • **Kileen** Curtis Lbr. Co. • **La Porte** La Porte Lbr. Co. • **Laredo** Cullar Lbr. Co. • Herring-Price Lbr. Co. • Laredo Lbr. & Sply. • **Lindale** Lindale Lbr. Co. • **Lubbock** Brown Showcase • Maxey Lbr. Co. • Pan Tex Plywood • Plan-Ex Corp. • Rutledge Store Fixture • **Lufkin** Ashworth Bldg. Mtls. • **McAllen** Great Texas Lbr. Co. • **Meridian** Davis Bldg. & Sply. • **Mineaola** Brazelton Lbr. Co. • **Mineral Wells** Simms Lbr. Co. • **Mt. Pleasant** Grogan Sply. Co. • **Muleshoe** Heathington Lbr. Co. • **Nacodoches** Crawford Bldg. Matls. • **New Braumfels** Richards-Krueger Lbr. Co. • **Nocona** Nocona Independent Lbr. • **Odessa** Abell Lbr. Co. • **Olney** Averett-Winingham Lbr. • **Paris** Foxworth-Galbraith Lbr. • **Pearland** Pearland Lbr. Co. • **Pittsburg** Camp County Bldrs. Sply. • **Rusk** Summers Bldg. Matl. • **San Angelo** Box Planing Mill • Cactus Lbr. Co. • **San Antonio** Builders Mart • Moffett Lbr. Co. • San Antonio Brick • **Seymour** Home Lbr. Co. • **Sherman** AAA Supply Co., Inc. • Curleys Lbr. & Bldg. Matls. • Tate Lbr. Co. • **Snyder** Clark Lbr. Co. • **Stafford** Brown Bowen Lbr. Co. • **Sugarland** Durham-Sprinkle Lbr. Co. • **Sulphur Springs** W. Bldrs. Sply. Co. • **Sweetwater** Alston Lbr. Co. • Penton & Son Bldg. Sply. • **Temple** City Lbr. Co. • **Tyler** J. A. Graham Bldrs. • Smith County Lbr. Co. • **Unalde** Alamo Lbr. Co. • **Van** Hopkins Lbr. Co. • **Vernon** H. G. Leonard Lbr. Co. • **Victoria** Anchor Lbr. Co • **Waco** B & L Lbr. Co. **Weatherford** Weatherford Lbr. Co. • **Wichita Falls** Dennis Lbr. Co. • Factory Lbr. Co. • Morris Bros. Lbr. • Wichita Lbr. Co.

**ALL TEXAS STORES** Foxworth Galbraith Lbr. • Great Texas Lbr.

## BAHAMAS

**Freeport** Kellys Lbr. Yd. • **Nassau** Maura Lbr. Co.



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Photographer: Malak of Ottawa

# Spring begins with bulbs

Bulbs are the essence of a spring garden, and now is the time to plant them. For color-carrying power and simplicity of culture they are unsurpassed in the flower world. Set them out now, then just sit back and wait for spring!

Hybrid tulips, daffodils, hyacinths, and crocuses are the better-known representatives of the group. There are also species tulips, crocuses, and narcissus, the diminutive ancestors of our modern varieties. They will bring spring to the rock garden without appearing to be out of scale.

Planted around a garden gate, what gayer greeting could you ask for than brilliant yellow daffodils with deep blue and frosty white hyacinths? With single scarlet and peony-flowered pink tulips reflected in a small garden pool, who will notice if the grass is still brown? Drifts of daffodils are perfect against a background of birches. Along a walk, massed by the side of garden steps—you'll think of other smashing ways to decorate your spring garden with bulbs. Buy them in tens or dozens and group all of one color for the most potent effects. A good rule to follow is to plant bulbs in drifts of 10 to 25—the larger number for the smaller bulbs.

In the picture above, the tulip 'Compostella' splashes vivid red and yellow against stone gray. In the photograph at the right, 'King Alfred' daffodils bloom with a mass of grape hyacinths, Muscari armenicum.



## UNCOMMON BULBS

You might like to try some of the less frequently seen bulbs such as glory-of-the-snow (chionodoxa), eranthis (winter aconite) galanthus (snowdrop), scilla (squill), leucojum (snowflake), brodiaea (California hyacinth), and some of the hybrid muscaris (grape hyacinths).

Glory-of-the-snow blooms with the crocuses, comes mostly in blue. Chionodoxa gigantea alba is a fine large white variety. C. alleni is a lovely, clear blue that carries three to four flowers on a stem. Plant glory-of-the-snow two to three inches deep, two inches apart.

Eranthis blooms two weeks before the crocuses. The golden flowers resemble buttercups and they nestle in daintily cut foliage. Plant two to three inches deep, two to four inches apart.

Snowdrops are early bloomers also. Give shade in summer. Galanthus nivalis is pearl white. G. nivalis flore-pleno bears double blooms.

The squills should be planted three inches deep, two to three inches apart in irregular clumps. Scilla amethystina has blue flowers in late May and early June. S. bifolia is a very early deep blue, and bifolia rosea a pink.

Leucojum vernum, the spring snowflake, opens in early March with the last snow. It's not easy to establish and dislikes being moved. Plant three inches deep, three to four inches apart.

The California hyacinth, with alliumlike flowers, needs winter protection in the north. Plant bulbs four inches deep in a sunny, well-drained spot. Good for the rock garden.

Grape hyacinths come in white as well as the familiar blue and purple. Try Muscari argaei album and M. botryoides album, both excellent whites. 'Cantab' is tall, purple, with blue tops.

## HOW DEEP DO YOU PLANT?

In general, plant small bulbs from two to four inches deep, large bulbs from seven to 12 inches. The sandier your soil, the deeper you can plant. Hybrid tulips like to be from seven to ten inches down, tiny bulbs no more than two or three. Dutch hyacinths do best at five to six inches, species tulips at four to six. The planting depths we give are to the shoulder of the bulb, not to the top of the neck. Before planting, prepare the soil deeper than you intend to set the bulbs, and then fill in with soil until the bulb is at the proper depth. Mix a handful of bone meal at the bottom of the hole at planting time. After flowering, sprinkle bone meal over the surface of the soil and water in. Never cut off the foliage of tulips, daffodils, and other bulbs after flowering—they need it for next year's bloom. Let it die down completely.

Bulbs can remain in the same spot for flowering year after year. If you prefer to put in new bulbs every fall for your major spring display, move the old ones to the cutting garden. In warm climates bulbs taken out of the ground can be stored in a cool place in the basement or garage until planting time in fall. Tulips need a certain degree of winter cold to bloom. In very mild areas you may have to refrigerate them for six weeks before planting.

# Give dry skin its dew...

**with Skin Dew from Helena Rubinstein. It smooths dryness away—night and day.**

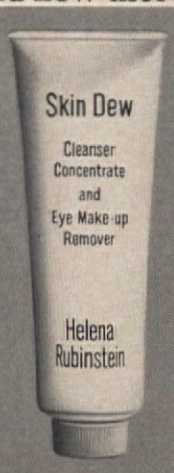



What makes Skin Dew so different? It's the most complete continuous plan ever designed to dispel dryness and its telltale lines. In the morning, simply smooth on Skin Dew Moisturizing Emulsion. It works invisibly (even under make-up) to keep your complexion morning-fresh all day.

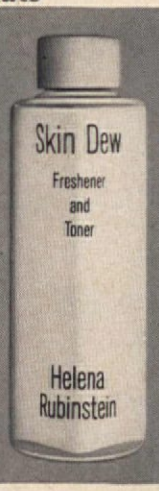
At night, re-dew dry skin with Skin Dew Moisture Cream. Its rich emollients and moisturizers help fight wrinkles. And it contains exclusive Collagen Protein (a natural substance comparable to the proteins of young skin!).

## Skin Dew by Helena Rubinstein®

**And now there are three new Skin Dew treats**




**Skin Dew Cleanser Concentrate and Eye Make-Up Remover.** Floats off every trace of make-up from your face and eyes. Moisturizes, too.




**Skin Dew Freshener and Toner.** Refreshes, refines, while it "wakes up" your skin. (And it's wonderful for quick clean-ups!)




**Skin Dew® Hand Cream.** A sure chap-chaser and moisturizer for dry distressed hands. Soothes. Smooths. Contains exclusive Collagen Protein.

©1966, Helena Rubinstein Inc.



"The blue is great. The green is great. But the orange is great, too..."

# Only Magee offers you this unique psychological guide to the confusing world of carpet color.

Take Magee's Color-Personality test. Then send for our psychological color guide. Both prepared by **Dr. Joyce Brothers,** to help you choose the carpet color that's right for you.

---

In the carpet showroom you may like all Magee's colors. But when a carpet arrives in your living room, you've got to start living with it. And that's what separates the blues from the oranges. That's when you may discover, for instance, that orange is a nice place to visit but you wouldn't want to live there.

Magee doesn't want to see you make a mistake. A Magee carpet lasts an awfully long time, and we'd like you to love every minute of it.

So we asked Dr. Joyce Brothers to prepare this test for you. It really works. (If you answer the questions about you as you are.) Ready?

**1. You just bought a new hat that you think is just perfect. Your husband takes one look and says "Ugh! That's awful!" Do you:**

☐ **a.** Feel terrible and return it the next day
☐ **b.** Keep it anyway because it seems to you that it "does something" for your face
☐ **c.** Keep it, perhaps add a little something and wear it to "Ladies Only" functions

**2. Suppose you were a career girl involved in a hit television series. Would you prefer to be the:**

☐ **a.** Chief Writer
☐ **b.** Leading Lady
☐ **c.** Producer

**3. If you were around when an argument occurred, would you:**

☐ **a.** Try to avoid getting involved
☐ **b.** Try to see the most valid opinion won
☐ **c.** Try to mediate and reconcile both sides

**4. The "In" look is above-the-knee hemlines. Do you:**

☐ **a.** Not wear them until most of your friends are wearing them
☐ **b.** Wear them because you enjoy them and feel chic
☐ **c.** Not wear them because they do not look well on you

**5. For your anniversary you want to cook your husband a special meal. His favorite dish is roast duck. You can't stand roast duck. Do you:**

☐ **a.** Make the duck to please him on this special occasion
☐ **b.** Not make the duck since it's your anniversary too
☐ **c.** Make him the duck and your favorite dish for yourself

**6. You and your husband are at a party. A game starts—which involves passing a grapefruit from under your chin to that of the man next to you. No hands allowed. Do you:**

☐ **a.** Feel self-conscious about playing, but embarrassed to refuse
☐ **b.** Love to participate in this and all party games
☐ **c.** Dislike this and all such games and say you'll sit this one out

**7. Whom would you enjoy most entertaining:**

☐ **a.** Close relatives
☐ **b.** The mayor
☐ **c.** A local minister and the town's leading atheist

**8. A famous artist has paid you the compliment of asking you to pose. You accept and then are told the work is to be called "Reclining Nude." Do you:**

☐ **a.** Politely, but firmly refuse to pose for him
☐ **b.** Make some appropriate comment, then repeat your acceptance before he changes his mind
☐ **c.** Accept, if he will mask the face in the portrait

Okay. Now you're ready to grade yourself. If you chose more A's than B's or C's, you tend to be rather reserved. The decorating scheme that would best balance your personality would be the warm colors, like red and yellow. More B's show you're inclined to be outgoing. You'll find you'll live most happily with cool or blue colors over a long period of time. Mostly C's show you have highly individual tastes, leading you to a choice of sophisticated colors such as avocado, shocking pink, purple. If your answers are more or less equally divided, you are adaptable enough to live with almost any color.

Now you know a little more about yourself and color. But what about the rest of your family? How can color influence their lives and dispositions?

To find out all the psychological effects of color, send for Dr. Brothers' guidebook "Color Secrets Every Wife and Mother Should Know." Then, when you're ready to choose your carpet, make it Magee. Magee makes carpet colors that are lovable *and* liveable.

CARPET BY
**Magee**

Gown by Trigere




Please send me a copy of Dr. Brothers' 16 page booklet "Color Secrets Every Wife and Mother Should Know." Enclosed is 25¢ to cover mailing costs.

NAME_____

ADDRESS_____

THE MAGEE CARPET COMPANY
MEMBER AMERICAN CARPET INSTITUTE
295 FIFTH AVENUE
NEW YORK, NEW YORK 10016

# Down with rusting.
# Down with warping.
# Down with rotting.
# Down with cracking.



# Up with aluminum gutters and downspouts.

When you think of all the things that can go wrong with the rain-carrying equipment on your house, it can really get you down.

What's the answer? Aluminum gutters and downspouts.

Why aluminum? Because almost nothing can go wrong with aluminum. It doesn't rust, rot, warp or crack.

And because aluminum doesn't absorb or transmit moisture, there's no flaking or peeling of the finish. Nothing that can keep leaves and other foreign matter from being flushed out smoothly.

Maintenance? Forget it. The finish will last for years and years.

No wonder aluminum is becoming the homeowner's first choice for gutters and downspouts, as well as for siding, windows, awnings, doors and shutters.

If you want the value of your home to go up, put up aluminum gutters and downspouts.

Once they're up, they'll never get you down.

rustfree aluminum

**The Aluminum Association**
420 Lexington Avenue, New York, N.Y. 10017

The mark of aluminum: lightweight and strong, longlasting and rustfree.

© The Aluminum Association 1966


## DECORATING NEWSLETTER

We've always been floor conscious. We hope you are too—because a floor is more than a plain, serviceable area to walk on. There's so much fashion in floor coverings this fall that you're the lucky one if you need a new rug or carpeting. We hope you like making decisions because the choice of colors, patterns, and fibers is staggering. We previewed new rug and carpet lines at the Chicago and New York Summer Markets and here's what caught our eye: On the subject of patterns, we found everything from textures to prints (yes, there are printed carpets) and they're more rugged than ever before. Textured patterns used to be a bit on the conservative side (that's polite for dull) but not this season. They're sharply outlined, deeply profiled. Motifs we saw: leaves, scrolls, and straight-from-the-shoulder geometrics—as well as more formal ones. Woven and tufted multicolor designs are bold: houndstooth checks big as Saint Bernards, giant plaids, huge flame-stitch chevrons. Tweeds have shed all dowdiness to blossom forth in bright new colors (brown reds, green browns among them). Much more subtle than any of these are shimmering, iridescent impressionist tweeds. Color underfoot? There are reds and more reds, mostly with a magenta-fuchsia tendency, alone or combined with pinks, orange reds, black. Terra-cotta, or call it deep apricot if you will, is very important. Blues are a bit more middle of the road but there are plenty of them from light to dark. There's lots and lots of chic black and white. And sharp turquoise, too, keeps popping up—it could be hard to live with.

---

A very good idea indeed. Introduced at the Chicago Markets were Englander Company's fully upholstered beds—i.e., box springs and mattresses covered in upholstery prints and plains. Ideal for a guest room; when bed is not being slept in, it looks neat, doesn't need a bedspread, saves work. Especially good when headboard and bolster match.

---

London taxis in New York, the Mod look in Chicago—we're getting to be terribly British these days. So much so, in fact, that press parties are turning into ladylike teas. And that's exactly what was served when we went to a delightful one the other day at the Bloomcraft showroom here in New York. The purpose—to see their line of decorative pillows. They're going to be bigger. Newest ones are 20 inches square and they come covered in prints that are scaled BIG—to match. We recommend these pillows for the new, big, squashy 1930ish sofas or to help bring a slim-line model up to date by making it more luxurious and less ascetically modern-looking. Pillows are about $12 each.

---

Still on our "big is sometimes better" kick (see American Home, May 1966), we discovered giant postcards. They're 7¾x5 inches and are, without a doubt, the most fun—as well as the newest—way to invite friends, say "thank you" or "hello." You'll find them in local boutiques and they should come to about $3 a package of 12. Try framing them for your child's room or for the kitchen wall.

Vera D. Hahn



## *Strange as it may seem,* MR. JACK BENNY SAYS:

# *"We will pay ALL your Bills...*

**if you are a lucky winner!"**

Yes, if you are the big winner in the all-new LUCKY NUMBER SWEEPSTAKES, just send us a list of your debts . . . payments, mortgages, medical bills, cars, appliances, any legitimate bill . . . and we pay them for you up to $15,000.00 worth! 2nd and 3rd prizes pay up to $5,000.00 worth of bills. Still more . . . 50 prizes pay up to $1,000.00 . . . 98 prizes pay up to $500.00 . . . 151 BILL PAYER prizes in all! Follow-up prizes . . . 17,000 deluxe RECORD ALBUMS!

YOU MAY HAVE ALREADY **WON** IN THE ALL-NEW **BILL-PAYER** SWEEPSTAKES!

**ENTER TODAY — THE LUCKY NUMBER BELOW MAY HAVE ALREADY WON FOR YOU!**

Just released by *The Longines Symphonette Society!*

# Jack Benny

## presents the Treasury of "Golden Memories of Radio"

MORE THAN 80 ACTUAL EXCERPTS FROM THE FAMED GOLDEN DAYS OF RADIO!

Bing Crosby • Fred Allen • Bob Hope • George Burns and Gracie Allen • Eddie Cantor Fibber McGee • Lum 'n Abner • Just Plain Bill • Mary Noble • The Shadow • The Easy Aces • Amos 'n Andy • Plus the most significant radio news broadcasts in history.




## Jack Benny Takes You On A Guided Tour Of Nostalgic Radio Programs! Meet your favorites just as they were then! Authentic, stirring memories abound in this exclusive new Treasury!

Do you remember those evenings when the whole family relaxed around the radio and shared imaginations together? The side-splitting humor, the breath-taking adventures, the suspense programs that brought delicious terror to your heart . . . they are all represented in this priceless, never-to-be-duplicated Jack Benny Treasury! Nothing has been overlooked—you even have some of the famous old commercials. You'll meet Jack Armstrong, The Lone Ranger and Sgt. Preston. You'll laugh with Baron Munchausen ("Waz you dere, Sharlie?") . . . shed a tear with "Ma Perkins" . . . visit with Mary Margaret McBride and Alben Barkley. You'll hear Graham McNamee describe the famed "Long Count" Dempsey-Tunney bout from ringside, and sit in the stands as Clem McCarthy describes Eddie Arcaro's ride on "Whirl-a-way" to win The Kentucky Derby. You'll hear the last broadcast from Corregidor . . . ride a Landing ship on "D" Day in Europe . . be an earwitness to The Hindenburg Disaster. But above all, you'll remember people, places, events . . . bring back to vivid life those times when life seemed much less complicated. Yes, The Longines Symphonette Society invested close to half a million dollars to bring this Treasury and invitation to you! Listen FREE for 10 days—then return the Treasury and owe nothing. Or for just $5 a month until only $14.98 (plus modest postage-handling) is paid, own this "Living History" that will become a cherished heirloom to be passed on from generation to generation! Jack Benny's Treasury is much more than trivia—it is becoming the standard encyclopedia of Golden Radio. Six purest vinyl records, more than 80 excerpts, over three hours of dramatic, engrossing nostalgia and humor. Send for The Jack Benny Treasury, "Golden Memories of Radio" today. You keep your FREE Record Album "Radio's Famous Theme Songs" even if you return the six-record Treasury.

## Your FREE Record Album is "Radio's Famous Theme Songs"—a brilliant, new recording just for this Special Treasury!

Here are twenty of the theme songs you heard week-in-and-week-out in those Golden Days of Radio —do you remember which programs these five introduced? "Juanita"..."Thanks For The Memory"... "Love In Bloom"..."Seems Like Old Times"..."William Tell Overture". The answers are over the coupon in this advertisement. A beautiful, listenable album—not available except through this invitation—and a fascinating party game, too! Yours FREE for auditioning JACK BENNY's new Treasury!

**HOW SWEEPSTAKES WORKS** — The Longines Symphonette has reserved the described gifts for holders of lucky numbers, selected by electronic computers under the direction of the D. L. Blair Corporation. Each Lucky Number coupon submitted by an adult 21 years of age or older will be checked against the official list of winning numbers. Employees of The Longines Symphonette and its affiliates, or of this magazine or persons less than 21 years of age, shall not be eligible. Your entry must list the official lucky number, and must be checked YES or NO ("NO" entries may be pasted on post-paid bind-in card). Entries must be received by July 5, 1967. This sweepstakes is subject to all Federal, State and Local regulations. Prize winners will be notified by mail. A list of major prize winners will be sent upon request if you send a self-addressed stamped envelope!

Less than 20¢ a memory

only $5 a month

OR JUST $14.98

Special Electronic Stereo Edition —just $1.80 extra!

6 purest vinyl records worth up to $29.70 in fine stores




Take a FREE record album just for visiting your old friends from the land of radio!

**Answers to Quiz:**

"Juanita"—The Romance of Helen Trent; "Thanks For The Memory"—Bob Hope; "Love In Bloom"—Jack Benny; "Seems Like Old Times"—Arthur Godfrey; "William Tell Overture"—The Lone Ranger.

## MAIL CARD OR COUPON TODAY

*The Longines Symphonette Society*
SYMPHONETTE SQUARE, LARCHMONT, N. Y. 10538

YES, send my FREE record album along with the six-record Treasury, GOLDEN MEMORIES OF RADIO. I may return the Treasury after 10 days and owe nothing, or send just $5 a month until $14.98 (plus modest postage and handling) is paid. I keep my FREE "Radio's Famous Theme Songs" record no matter what I decide.

CHECK ONE: ☐ High Fidelity ☐ Special Electronic Stereo Edition (just $1.80 additional for the six-record Treasury)

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

☐ NO, do not send FREE record album, but let me know if I have already won. I have copied my number from the postage-paid card bound into this magazine.

NUMBER _____
(please print carefully)

R1991-939

**Aren't you too young to feel so tired?** You notice it day in, day out. You get up tired and go to bed tired. And you *look* as tired as you feel. Of course, there's no single reason for it... but if you're one of the 40 million women who have a regular period, you may lose much more blood-iron every month than you replace through the foods you eat. It is this loss of blood-iron that can leave you always looking and feeling tired.



Put extra iron in your blood by taking Geritol regularly to make up for your monthly losses. Just two Geritol tablets, or two tablespoons of Geritol liquid, contain *twice* the iron in a pound of calf's liver. In only one day, Geritol-iron is in your bloodstream carrying strength and energy to every part of your body. Check with your doctor, and if iron-poor blood is making you tired, take Geritol. Feel stronger fast...in seven days, or money back from Geritol.




Even a five-foot woman needs twice the iron of a six-foot man.

# STAIRCASE ART GALLERIES

Going upstairs—or down—can be a nuisance or an experience, depending on how you decorate your staircase. It may not be the most important area in your home, but the staircase does merit some thought and at least a measure of decorative attention—this goes for the most modest as well as for more ambitious ones. A major part of staircase decorating is done by the architect. He's the one who designs its physical aspects as well as being responsible for detailing of the stair rail and windows on landings. What happens within this framework is up to you. More and more families are turning theirs into art galleries. Carpeting is deservedly popular for its sound-deadening and easy-care properties. Your staircase can be as dramatic as the ones we show here, or merely drab—the difference is not a question of the amount of money you spend but of effort and taste.

(continued)

Even the narrowest, steepest stairs can have style. These in the home of Mary Jo Schwalbach in New York City are encased by rough white stucco walls. Stairs are stained teak black; handrail is simple in design. Wood-framed plaster and metal compositions line the stairway in a tight group. They handsomely echo the black-white color scheme. For contrast, hall walls are of rough barn siding.



Photographer: Jean LaMuniere

# "Her Charlie's a regular Romeo since Ivory Liquid helped her hands look young again."

"See what Peggy found out about mild Ivory Liquid and its Young Hands Formula," says Mary Mild.



"Dishes, dishes, dishes. Add them to housework and what do you have? Old-looking, housework hands. Peggy had them. And her Charlie didn't like them at all.




"Then I came into Peggy's life. Told her about Ivory Liquid detergent with its special formula. It's called a Young Hands Formula. Peggy agreed to try it.




"Now Charlie's acting like he did years ago. Proper hand care and Ivory Liquid really did it. Made her hands look young again!"




**Try today's Ivory Liquid... pure and creamy white... makes rich, longer-lasting suds, too.**

# Go ahead! Go barefoot...

## It's Softred™ (NEW VINYL FOAM FLOORING BY RUBEROID)

A wonderful new kind of comfort! Warm. Soft. Quiet. Luxurious, easy to clean, vinyl flooring *cushioned with vinyl foam.* This swirling stone pattern is "Melbourne". Richly embossed to help hide heel marks...mask uneven floors. Just roll it out. No mess. No cementing needed. Rug widths give you a seamless wall-to-wall expanse. Ideal for suspended floors. Your RUBEROID flooring dealer has other exciting *Softred* patterns: Sea Foam, Italian Tile, Parquet Block, Canberra Brick.Each in a wide range of colors. And so inexpensive, why stop with one room? Re-floor several with *Softred!* Want to know more? Write to RUBEROID, Fullerton, Pa., Dept. AH-106

*MELBOURNE—a RUBEROID Original—comes in rolls 6', 9', and 12' wide; multicolor (on floor), cream, beige, brown, green, white multicolor, gold multicolor*




1. Decorated, clear vinyl wear layer
2. Quiet-Cor™ vinyl foam
3. Resiflex™ felt back

RUBEROID®

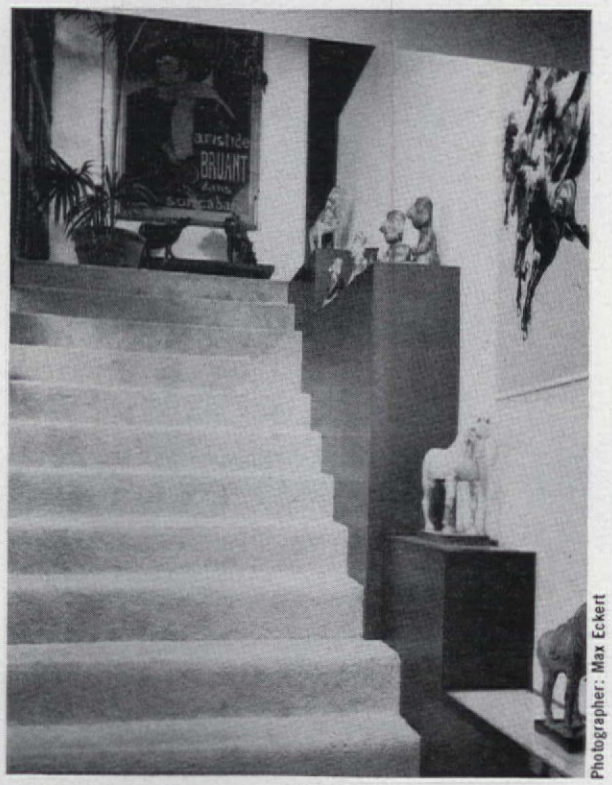
FINE FLOORING

# Staircase Art Galleries (continued)

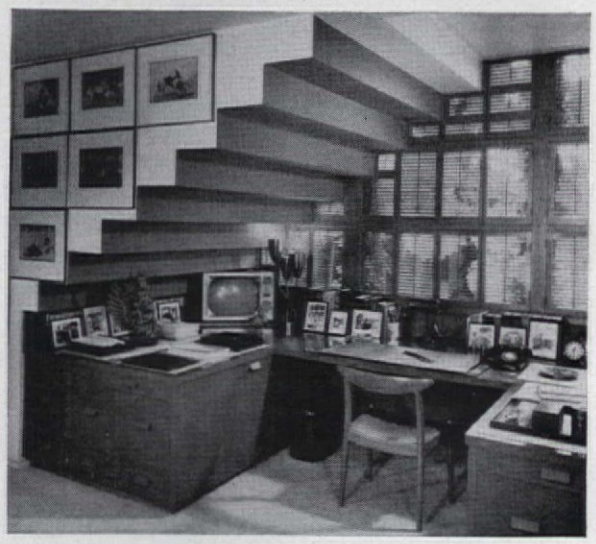


Photographer: Harry Hartman

Pictures brighten staircase. This Winnetka, Illinois, home, owned and designed by Mary Jane Graham, N.S.I.D., has a heavy stylized English oak balustrade. White plaster walls serve as background for a lighthearted art collection. Carpeting is beige; color comes only from pictures.

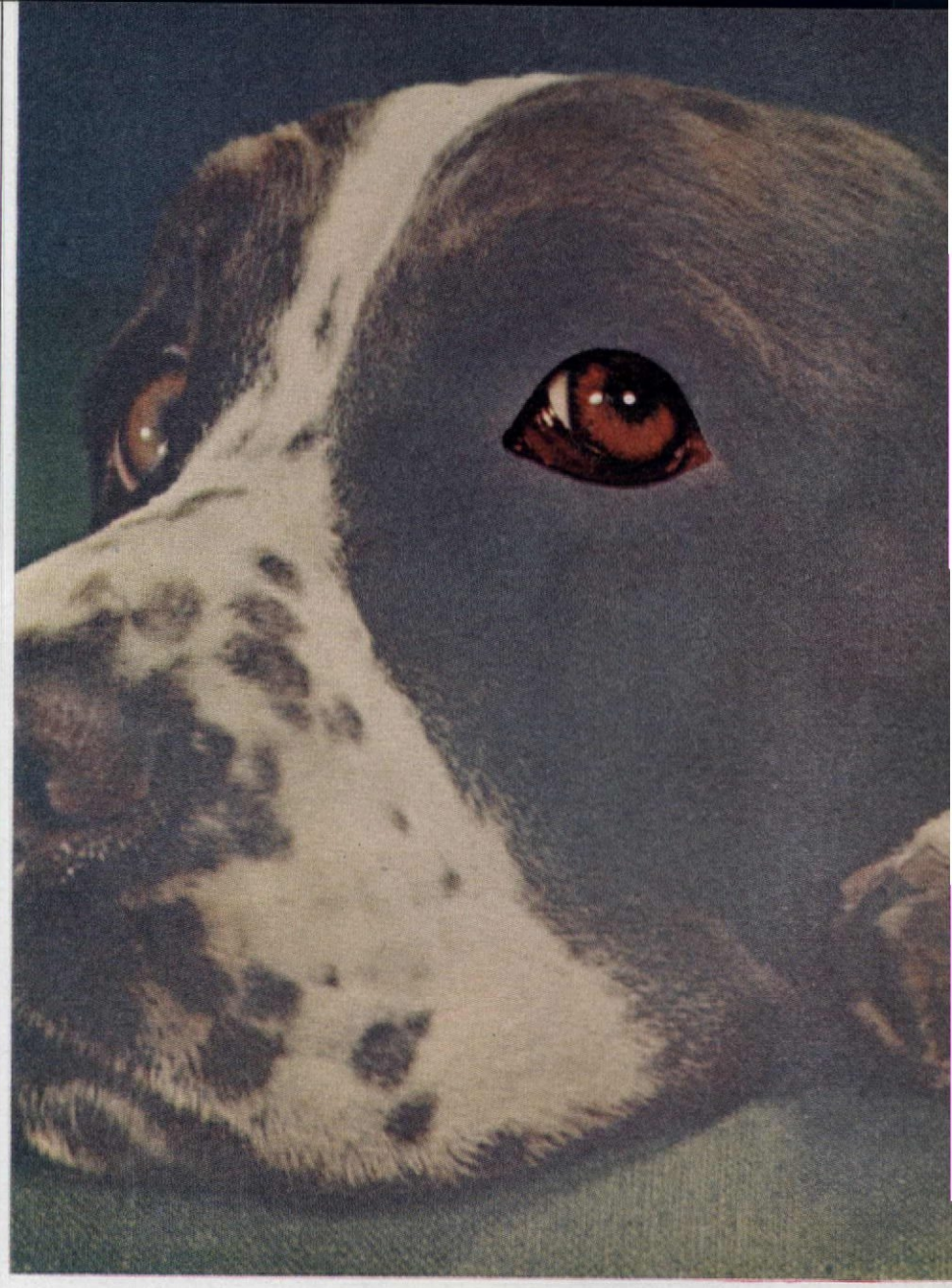


Photographer: Max Eckert



In the Frank McCarthy home in Los Angeles, designer Lyle Wheeler used blocks to display Chinese Tang horses and pre-Columbian figures. At the head of stairs, an original Toulouse-Lautrec. Office under stairs is framed by stairwell. Goya etchings follow zig-zag.





# Is A dull COAT

## HIDING THE ANIMAL YOUR DOG COULD BE?

To give him a chance at the coat he could be showing, start your dog on new Pet'm* Coat and Skin Daily Food Supplement now. It's a special combination of the polyunsaturated fatty acids and vitamins every pet needs for a bright, glowing coat and healthy skin. Things that may be lacking, even from canned and packaged foods. Just add new Pet'm Coat and Skin Supplement to your dog's food every day. (Good for cats, too.) He'll like the flavor. Then, if he doesn't scratch less from dry skin and have a brighter, softer coat in thirty days, we'll give you your money back. Just mail us the empty bottle.

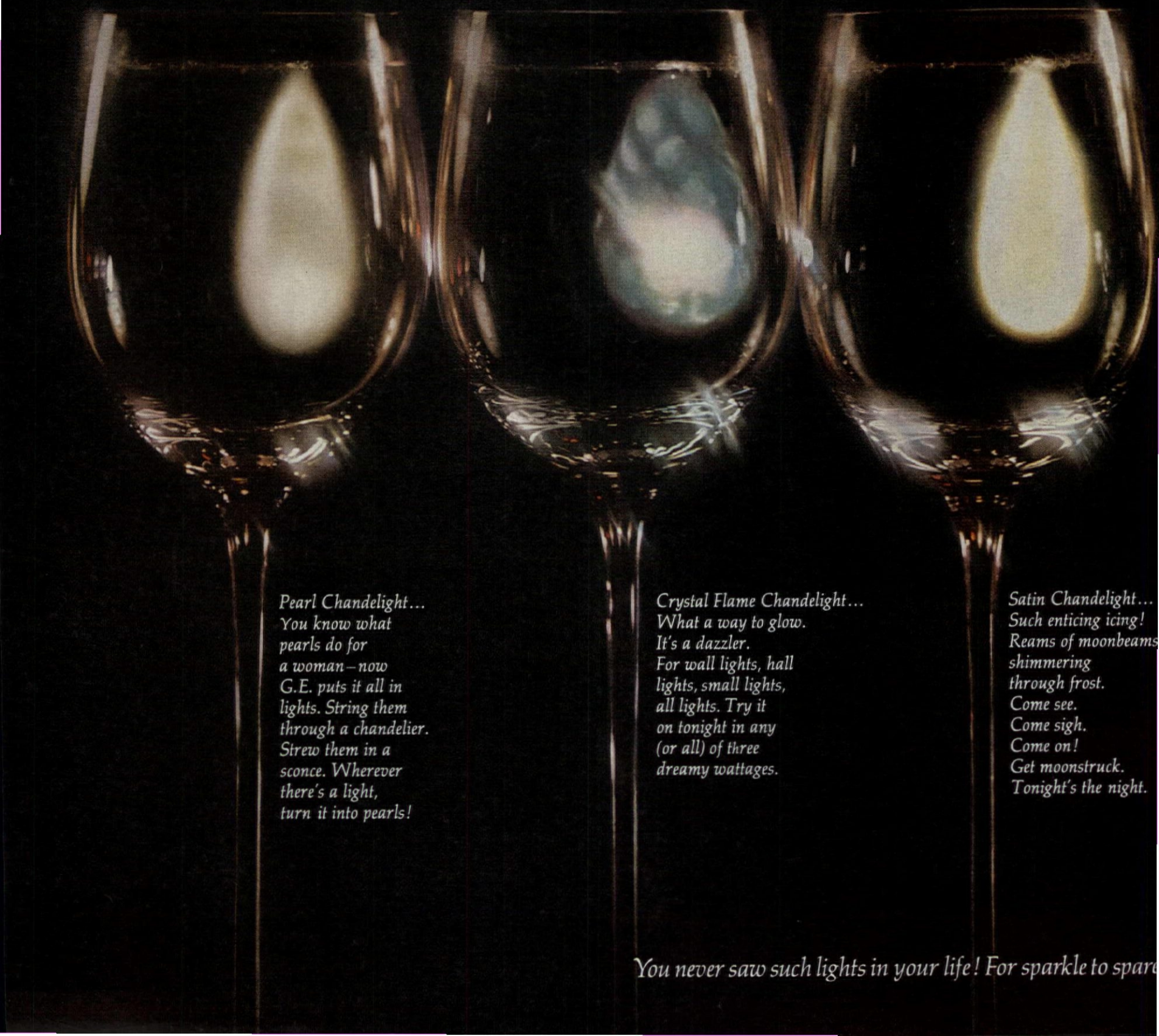
If you love your pet, Pet'm. You'll find new Pet'm Coat and Skin Daily Food Supplement at your drugstore now.

Pet'm Laboratories, Box 8610, Phila., Pa. 19101

*Pet'm is a Trademark.



Dine by it! Wine by it! Shine



*Pearl Chandelight…*
*You know what*
*pearls do for*
*a woman—now*
*G.E. puts it all in*
*lights. String them*
*through a chandelier.*
*Strew them in a*
*sconce. Wherever*
*there's a light,*
*turn it into pearls!*

*Crystal Flame Chandelight…*
*What a way to glow.*
*It's a dazzler.*
*For wall lights, hall*
*lights, small lights,*
*all lights. Try it*
*on tonight in any*
*(or all) of three*
*dreamy wattages.*

*Satin Chandelight…*
*Such enticing icing!*
*Reams of moonbeams*
*shimmering*
*through frost.*
*Come see.*
*Come sigh.*
*Come on!*
*Get moonstruck.*
*Tonight's the night.*

*You never saw such lights in your life! For sparkle to spare*

by it! # Chandelight

*The exciting new lighting by General Electric.*



*Colonial Amber... the Chandelight with a heart of gold. It's a wonder to be under. So soft and glow you'll never want to leave home.*

*Crystal Chandelight... Like millions of diamonds set to light! So dazzling you expect to buy them by the carat. Fill a chandelier full of diamonds tonight. It's like living in Tiffany's. And that's excitement enough for one light!*

*Auradescent Chandelight... It's a rainbow in a light bulb. Turn it on and one delicate color after another turns on one heavenly light after another. Aren't you glad G.E. is always chasing rainbows – and catching them?*




*all the Chandelights in the Flair collection.*

GENERAL ELECTRIC

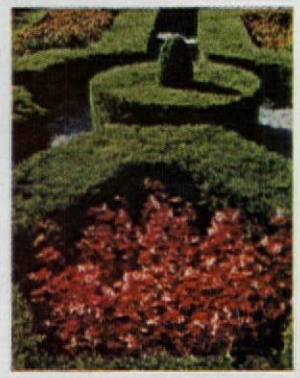















## Bring Nature's Beauty into Your Home

Let nature guide you in selection of colors. Find them easily in the new, beautiful range of Pratt & Lambert Calibrated Colors®.

Create a garden-like atmosphere with beauty, distinction and pleasure for each room. Your Pratt & Lambert dealer or painting contractor can help you make this a reality. Leading architects specify Pratt & Lambert Calibrated Colors®. . . most competent painters use them, and they're sure to please you !

# PRATT & LAMBERT - INC.

*Made and Sold Throughout All of North America*


# NEW PRODUCTS

**Low-priced routers.** Two manufacturers have introduced routers specifically designed and priced for home craftsmen. After trying both we'd be hard put to choose between them. Both worked quite well. The Rout-About (right) is a compact ¼-hp unit that spins at 25,000 rpm. It sells for $34.95 with a ¼-inch bit and a




guide for straight and circular cuts. Manufacturer is The Stanley Works, New Britain, Conn. The other is a Green Line ½-hp, 28,000-rpm unit from Rockwell Manufacturing of Pittsburgh, Pa. It sells for $39.95. Both tools take bits with ¼-inch shanks. Both these tools are more than adequate for the home shop.

**Convertible sander** gives choice of orbital or straight-line action. No tools needed for the changeover; just flick a switch. The orbital action is for quick dressing down or rough sanding. The straight action is for fine sanding just before finishing. Tool is ideal for cabinetry, restoring old furniture, smoothing drywall joints, even smoothing automobile body putty. It costs $27.95. Wen Products, Chicago, Ill.



(continued on page 39)

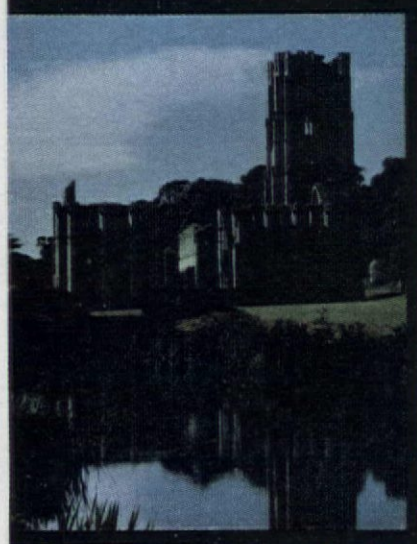














# WAVERLY

## CONTINENTAL CLASSICS

# 'English Squire' FABRICS

Here are just a few of the many beautiful new additions to our tremendously popular "Continental Classics" collection of Waverly fabrics for slipcovers, draperies and bedspreads. This group has a distinctly British accent, with patterns and colors inspired by a Waverly designer's discoveries in English manor houses, estates and charming countryside homes. They're all protected against spots and stains and modestly priced too. If you're ready to make any changes in the look of your home, be sure to see Waverly's Continental Classic "English Squire" fabrics at your favorite department or drapery fabric store.

IF PRODUCT OR PERFORMANCE DEFECTIVE — Good Housekeeping GUARANTEES — REPLACEMENT OR REFUND TO CONSUMER

**WAVERLY BONDED FABRICS**
DIVISION OF F. SCHUMACHER & CO.
58 West 40th St., New York, N.Y. 10018









Would you like to win a round trip flight to England for two as the guest of Waverly? Enjoy the pleasures of a TWA StarStream Jet with its delectable gourmet meals, first run color movies and eight stereo channels of other entertainment on your flight. And then, enjoy the beauty of England. Just clip out the coupon, take it to your nearest Waverly dealer and fill in the name of any pattern from our Continental Classics "English Squire" collection. (The pattern names are printed along the selvage). Mail the coupon back to us, and you could be the winner in a random drawing held January 2, 1967. Your Waverly dealer has all details . . . and you don't have to buy a thing to be eligible. Subject to federal, state and local regulations.

**WIN A FLIGHT TO ENGLAND FOR TWO VIA**

TWA

*Nationwide-Worldwide*

**WAVERLY FABRICS CONTEST**
58 West 40th St., N.Y. 10018

I saw the _____
(pattern name)
from the "English Squire" collection

Name _____

Address _____

City _____

State _____ Zip Code _____

Store Name _____

Address _____




DRESS BY GUY D; JEWELRY, KJL

®CYANAMID TM FOR ACRYLIC FIBER

# New Glenmere is frankly formal (and honestly not expensive)

Live a little today—and live a lot *better*, with new Glenmere carpet by Firth. It's *the* luxury carpet for people who are dissatisfied with "casual," bored with "informal"... but afraid they can't afford elegance. Glenmere's sculptured leaf design is a gracefully flowing pattern to make your rooms seem larger, your furnishings look more beautiful. Because the rich, deep pile has the beauty plus the soil-and-wear-resisting qualities of Creslan® acrylic and modacrylic fiber, Glenmere will keep its elegant good looks, colors will stay bright, through years of use with simple cleaning. Glenmere is the carpet your family will love living-up-to... and it's only $10.95 per square yard.

WOMEN WITH A SENSE OF STYLE PREFER

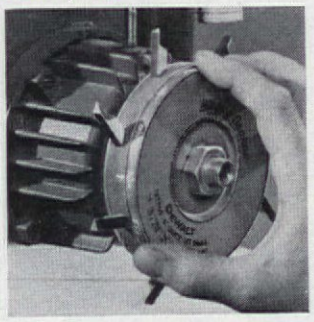
**FIRTH**

CARPETS AND RUGS

295 FIFTH AVENUE NEW YORK, NEW YORK 10016

NEW PRODUCTS
(continued from page 36)

**If you own a radial saw,** the Quick-Set lets you cut any width dado from ¼ to 13/16 inch. No removing the cutter for adjustment. The 8-blade unit fits ⅝-inch shafts and cuts up to ¾ inch deep. Sells for $24.95. From Black & Decker, Towson, Md.



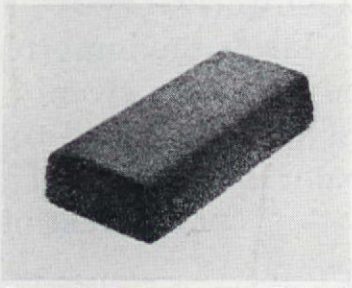
**Emergency escape ladder** mounts unobtrusively on the wall under a bedroom window, where it may be quickly lowered in case of fire. Saf-T-Ladder, which sells for $49.95, is made entirely of steel and is mounted with only two screws. Saf-T-Ladder Co., Madison Heights, Mich.

**Flintstone blade** for circular saws gives up to 500 percent more tooth life. For home craftsmen, this can mean it never needs sharpening. $1.60. H. K. Porter Co., Pittsburgh, Pa.

**Don't stop swimming** just because the weather's cold. Ray-O-Lite Southeast, Inc., of Atlanta, Ga., has a pool cover that lets you swim year round. It's assembled from 2-foot sections of fiber glass to admit light and retain heat. Disassembles for summer storage. Cost depends on pool size.



**Sanding Brickett** is a block of resin-bonded silicon carbide abrasive that rapidly smooths wood and plaster for painting. It erodes slowly during use to prevent clogging. Coarse grit on one side, fine on the other.



Costs $1.69. George H. Bullard Co., Westboro, Mass.

By Arthur J. Maher



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Please send me my copy of Marie Graber's Window Decorating Book. My 50 cents is enclosed.

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# SEGO GIRL

There's a reason why she's a SEGO girl. SEGO works. SEGO® Diet Food helps make you slender. That's the important thing. The rest is delicious fringe benefit. How good it tastes, for instance (we make twenty nice-new-taste flavors so you won't get bored). How good it is for you; how good you feel the whole time you're slimming with SEGO . . . because each 225-calorie SEGO meal has super-large servings and extra protein to help you play fair 'til the next meal.

But the important thing is SEGO works.
SEGO is for finding the joy of a slender figure.
And for being more beautiful.
And that's really the important thing.




PET
MILK COMPANY

# WHAT BANKS CAN DO FOR YOU

By Mary Feeley

Many families who see their doctor and lawyer as fellow human beings continue over the years to think of the banker as a building. This image, to some extent, may be due to a natural awe of money in great quantities. It must be associated with a massive structure to be believed. There's also the assumption on the part of some middle-income families that a simple checking or savings account, or both, hardly justifies an effort to establish a more personal relationship with bank officers.

This reasoning is outdated. Your banker sees you and your present, modest transactions as potentials for the future. He is continually adding bank services that you are very apt to need and want—if not this year or the next, then five or ten years from now. It's always sound practice to introduce yourself. Personal contact will serve you both well, as your increasing responsibilities—and hopefully prosperity—require advice and planning.

Are you really familiar, at this point, with all the ways in which you can use your bank to advantage?

## CHECKING ACCOUNTS

First of all, a properly handled checking account is a continuing time-saver and can be helpful to you in establishing a good credit rating. Some banks require no minimum balance for a regular checking account, although a balance of $500 may be required in large cities. Generally speaking, there is a charge of 6c for each check the bank pays, 3c for each check deposited, and a monthly charge of from $2.50 to $3.60.

Special checking accounts, with no minimum balance required, are designed for people who write only a few checks a month—though such accounts offer the convenience of regular checking accounts. Fees often consist of a regular monthly service charge of about 50c plus 10c for each check you write.

## MULTIPLE SAVINGS ACCOUNTS

Multiple savings accounts are becoming popular with many families. By having more than one savings account you can separate your long-term planning from your short-term needs. For example, you can keep a certain amount of money in a home-buying account, label another account for education, use a third for vacations.

## AUTOMATIC TRANSFERAL

For the family that has difficulty in forming the savings habit, automatic transferal is a plan to adopt. This plan means that regular savings in a specified amount are automatically taken from your checking account and put into your savings account. When the time comes to pay large, irregular bills, such as taxes, your savings account will be able to stand the strain.

## SAVINGS FOR YOUR CHILDREN

Another popular type of savings today is set up under the Uniform Gifts for Minors Act. If you want to open a savings account for a child's future benefit, this is a practical method. Under this arrangement the depositor is custodian of the money, but it actually belongs to the child. The money may not be used for the care of the child while he's growing up. But when he reaches the age of 21, it's all his. Since the money is the child's, the adult does not have to pay income tax on the earned interest.

## EXTRA RESERVES

One of the newest bank services spreading around the U. S. might well be dubbed the push-button loan. Sometimes called "checking plus," this extra-convenience arrangement works like this: A cash reserve of a few hundred or few thousand dollars is set up for you by the bank. Then, if you write a check for a large purchase requiring more money than you have in your account, enough money is automatically taken out of the reserve and credited to your checking account (regular or special). This eliminates the bother of applying for a personal loan.

When you use this extra reserve fund, you pay one percent per month on the unpaid balance. If you never use it, you never pay. Repayment of whatever you do use is spread over many months.

*Mary Feeley is Consultant for Personal Money Management for the Union Dime Savings Bank, N.Y.C., and author of Associated Press's syndicated column "Live Within Your Income."*


STIFFEL



*Important suspended lampado with shade, Early Renaissance in character with Mediterranean overtones. The simple bold forms, material and grace provide a wide decorative flexibility. Height: 22 inches. About $72.50* at fine stores everywhere. A selection of outstanding Stiffel designs is illustrated in a handsome portfolio. Send 25¢ to The Stiffel Company, Chicago 60610.*

**slightly higher West and South*

# Don't let healthy hands go to pot



You started out in life with cuddly soft hands.

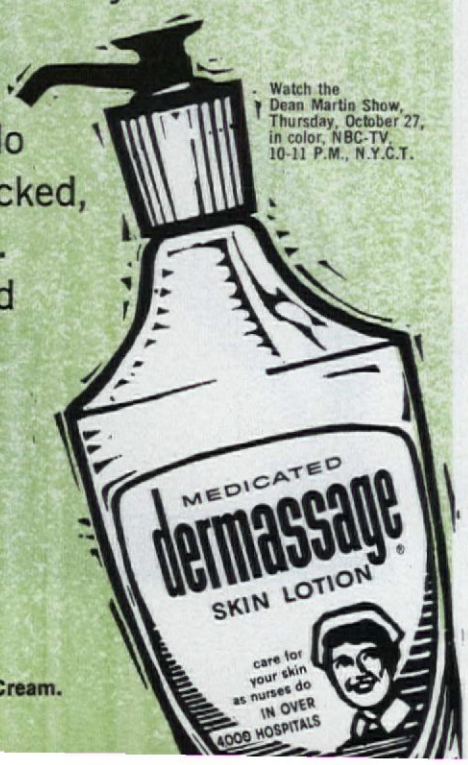
Since then, hot water, harsh cleansing agents and scouring pads haven't done them much good. But Dermassage Lotion can.

You see, Dermassage is real skin medication. That's its job. In fact, over 4,000 hospitals put it to task each day in regular patient skin care.

Dermassage super-medicated moisture penetrates deep into "water-dry" hands. Its emollients smooth and soften rough, red hands. And its healing agents do just that—help heal cracked, chapped, irritated hands.

Our advice. Put the lid on pot-marked hands.

**Discover Dermassage, the hospital-proved skin lotion.**




Watch the Dean Martin Show, Thursday, October 27, in color, NBC-TV, 10-11 P.M., N.Y.C.T.

Or, use super-moisturizing **Dermassage Skin Cream.** You'll love it . . . it's the "light" one!






# WHEN YOU NEED A NURSE

By Annette Francis Benjamin

Home nursing care is available throughout America—in big cities, small towns, rural areas. Should you or any member of your family need nursing care at home during an illness, following an accident, or before or after an operation or childbirth, your family doctor can help you select and obtain the services that you require. You should know before you and your physician make a decision what choice you have in your community.

## PRIVATE NURSING CARE

**The registered nurse** (RN) is a graduate of a two-, three-, or four-year course in an approved school of nursing generally associated with a hospital. After receiving her diploma, she must pass state board examinations to receive her license to practice. While most private-duty RNs now work in hospitals, some take home cases. The services of an RN can be obtained through a private registry or your state employment service. There are nurses' registries throughout the country and they are listed in your classified telephone directory.

The fee for a private-duty RN varies from state to state, and can range from $12 to $30 for an eight-hour shift. The RN, carrying out a physician's orders, accepts full responsibility for the nursing care of the patient. This does not include housekeeping chores, however.

**The practical nurse** (PN) in some 13 states is required to complete a one-year course of study and pass a state examination before being licensed. So, depending upon where you live, a practical nurse can mean a licensed practical nurse (LPN) or an untrained individual who is willing to work as a practical nurse. If you live in an area where licensing is required, contact a registry or the local state employment office. If not, be sure you obtain a practical nurse through a reliable source.

The fee for a practical nurse varies widely across the nation and depends upon her preparation, whether she works eight or 12 hours, and whether or not she lives in the patient's home. In big cities a licensed practical nurse can cost as much as $27 for eight hours and $33 for 12 hours. The PN also works under the doctor's direction and is able to give simple treatments and medications. Her duties are primarily those to satisfy the nursing needs of the patient, such as making his bed, giving baths, and feeding him, but she is usually willing to do some household tasks.

**The companion aide,** sometimes called a companion or nurse companion, performs the same basic duties as an unlicensed practical nurse. Again, prices vary according to where you live. The maximum in large cities is $20 for an eight-hour shift, $28 for 12 hours.

**The homemaker,** like the practical nurse, assumes the main responsibility for nursing the patient. In addition, she is geared to help the household run smoothly. The homemaker can be obtained from some nursing agencies or from an agency supplying domestic help. In a large town the homemaker gets an average of $2 an hour for an 8-hour shift.

## PUBLIC HEALTH NURSING CARE

Nearly 3000 communities throughout America are served by *visiting nurse services*—locally organized, nonprofit nursing agencies who employ registered nurses with special training in public health. Although this kind of service had its origins with the care of the sick poor, visiting nurses have for some time been available to everyone in their communities. The fees for their services are generally based on the patient's ability to pay. The visiting nurse not only gives part-time nursing care as directed by the physician, but also instructs the family and often the patient in nursing procedures.

In areas where there is no visiting nurse service, your local county or state health department can help you obtain a *public health nurse* or a *home health aide.* If you live in an area without a local health department, contact the public-health nursing consultant of your state health department.

Remember, if you need nursing help, that an experienced helping hand can make a major contribution to recovery.

*Mrs. Benjamin is coauthor with her husband, Bry Benjamin, M.D., of* In Case of Emergency *(Doubleday).*

# INTRODUCING COLOR INSURANCE* FOR WOMEN WHO COLOR THEIR HAIR



**Two New Breck Shampoos.**
Now you can insure the beauty and lasting quality of your hair-color when you shampoo.

**If you tint** or use semipermanent haircolor, Green Breck Shampoo for Color Treated Hair helps insure against color wash-out. Leaves hair easy to manage.

**If you lighten or tone,** Blue Breck Shampoo for Color Treated Hair has rich conditioners that add lustre and beauty to damaged hair. Its gentle lather soothes and smooths while it helps protect against color change.

* Prove it to yourself. Try the new Breck Shampoo for Color Treated Hair that's right for you. If it doesn't perform as we say, send the label to John H. Breck, Inc., Wayne, New Jersey, and we'll refund the purchase price.




*Beautiful Hair*
BRECK

SHAMPOO FOR COLOR TREATED HAIR

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[Advertisement—to people who like to do nice things with wood paneling.]




## This glue is for people who hate nail holes.

Nobody loves nail holes in nice wood. Particularly smack in the middle of his Weldwood® paneled walls.

So why use nails?

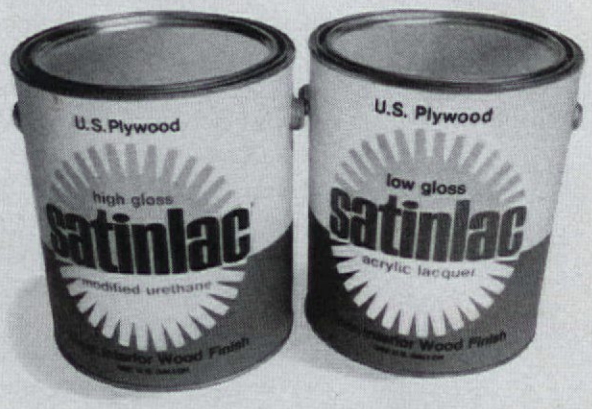
Why not use U. S. Plywood's Panel Adhesive to glue up your paneling? It works faster and easier (gives you time to position panels just right before it sets) and, by actual test, holds the panel with the strength of 384 nails.

Without a single nail hole.

## Color Tones® are for people who want to make one wood look like another.

Suppose the Weldwood paneling you like is walnut. But you have pine doors and moldings. U. S. Plywood's Color Tones will make your pine look like walnut, or like whichever of the 70 different kinds of Weldwood paneling you have. We've color-coded this system of 138 wood stains so you can stain any wood to look like any other.

It even works on antique furniture.




## Do you like your wood with or without gloss?

Gone are those tricky primers and sealers that used to come between you and the finish you like. Now after you've stained moldings, doors, or furniture with Color Tones, finish them with Satinlac®. Both our new Satinlacs brush right on the raw wood—one is a high gloss finish, the other isn't. So please yourself.



## For women only: how to tell if your husband is lazy.

If your husband cheats on the finishing touches when he puts in Weldwood paneling, maybe it's your fault. He may not know how easy they are to do.

Use this ad. Show him how all these little things make it easier to do a nicer job. How to avoid nail holes, match woods and finishes. If he still isn't interested, do it yourself.

# U.S. Plywood's Weldwood paneling has a way with William and Mary, Queen Anne, Louis XV, Duncan, Herman, and pop.



Herman Miller and Weldwood walnut paneling.



Queen Anne and Weldwood Colonial cherry paneling.






Louis XV and Weldwood Brazilian rosewood paneling.

Pop art meets Weldwood® wormy chestnut paneling! (Real worm holes, if you please.) Zap! What tactile texture! What a way to go way out with a wood that's as warming as a bowl of soup! But don't stop here. Try it with traditionals like William and Mary, Duncan Phyfe, or what have you. There are 70 different kinds of Weldwood paneling, as low as $8.29 for a 4' x 8' panel. See them all at your Weldwood Headquarters dealer's. He's in the Yellow Pages under "Plywood." Send 25¢ for your copy of "At Home With Weldwood Prefinished Paneling."

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In Canada: Weldwood of Canada Ltd.

**U.S. Plywood Corporation**

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# you don't pay for Quality— you invest in it

By A. M. Watkins

When building or buying a house, a little extra money spent on quality products is really more an investment than an expense. The reason is simple: As with any sound investment, you profit from the additional outlay.

The knowledgeable home owner needs little convincing on this point. He's owned one or more houses. And maybe one of them was a postwar crackerbox thrown together from materials that represented absolute minimum quality. He knows the constant expense and irritation such a home can be. If he contemplated a trip to Europe, there was the paint job to consider first. It cost money. "How about some tennis?" said his neighbor. "I'm putting down a new kitchen floor," was the reply. "My wife can't get this one clean anymore." Next time he moved, this man gladly spent some extra money for a quality house.

Then, of course, there are other substantial benefits. A quality house is more enjoyable than a minimum house. Its first-class heating system makes every room uniformly comfortable in winter. Quality equipment supplies endless quantities of hot water. The more-than-adequate wiring accepts appliance after appliance with nary a blown fuse nor a tripped circuit breaker. And, of course, with better grades of paneling, wall finish, and workmanship, the house is a pleasure to the eye. Thus, the money you invest in a quality house comes back to you in such forms as comfort, freedom, and visual enjoyment.

## WHAT IS A QUALITY HOUSE?

Essentially, it's a house built with materials and products that are above the average-grade materials found in too many houses today. Few people realize that nearly everything that goes into a house—flooring, wall materials, roofing, kitchen cabinets, heating, wiring, etc., is available in more than one grade or quality or, in some cases, more than one weight or thickness. The lowest grade, lightest weight, and thinnest naturally cost the least. They are the cheapest in quality as well as in price. This doesn't mean they are substandard, because they do serve the purposes for which they were designed. But by spending a little more, you can get better grade or heavier materials that will greatly improve performance, and therefore, your enjoyment of the house.

Obvious? Up to a point. Everyone knows that more money can buy better quality. But what isn't obvious is the happy fact that in the materials and equipment that go into a house, performance is often enhanced far more than the increase in price would indicate. For example, a quality boiler might cost about $300, while another, which will last less than half as long, might cost about $250. The better boiler gives you more than twice the performance for less than half the price.

Of course, this situation doesn't apply to all cases. You sometimes reach a point where the additional money being spent is not going into better performance, but into luxury features. One range, for example, might cost twice as much as another, but not last any longer than the cheaper one. It will offer such things as more attractive styling or extra convenience features. In such cases, the extra money spent may still be well worthwhile. However, the return on that money then becomes personal rather than financial—intangible rather than measurable. And the buyer must decide which luxury features are worth their cost.

## A QUALITY HOUSE COSTS LESS TO LIVE IN

But let's get back to the more tangible aspects of cost. An interesting feature of the quality house is the fact that it needn't be expensive. In fact, the money you save from month to month, and from year to year, on lower bills for maintenance, cleaning, fuel, etc., can sometimes exceed the amount of extra money you paid out for the better-grade materials and equipment.

Hard to believe? Not when you realize some of the fiscal realities of home ownership. A significant study by the National Industrial Conference Board shows that the cost of housing and household operations now amounts to 30 percent of the typical American family's cost-of-living expenses, surpassing food, which is 25 percent. Furthermore, the same study shows that the cost of furnishing and equipping a house accounts for roughly five percent of annual consumer expenses.

Now, included in the two categories of this study we're concerned with are a number of significant items. The first includes outlays for repairs, fuel, electricity, floor waxes, and cleaners. And the second takes in air conditioners and appliances, among others. Obviously, then, spending some extra money to reduce these household expenses attacks a major budgetary problem.

## JUST HOW MUCH MORE DOES QUALITY COST?

As we've already indicated, less than you'd think. But to understand what we mean, let's take a look at the figures.

In terms of initial cost, the quality house should run eight to ten percent more than the same house built to minimum standards and not counting, of course, whatever you choose to spend on intangibles. But when financed, that eight to ten percent becomes a rather small bite.

Let's say for example, that you plan to buy a $20,000 house. It will be a serviceable house, no better and no worse than (continued on page 96)

# Follow-the-picture Puddings

## Jell-O® Puddings so easy the picture is the recipe.

We striped drained mixed fruit in between Jell-O Vanilla flavor Pudding & Pie Filling for the parfait. For the mold, we alternated Banana Cream and Chocolate flavors. (Just a reminder: use ¼ cup less milk for each flavor; pour hot pudding into a buttered mold.) For the pudding dessert, we stirred pecans into Butterscotch flavor Pudding. Follow our pictures. Or make up your own combinations. Go wild.



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Lady Esquire Instant Shoe Coloring







# 1967 IS HERE

By William J. Toth

It is that time of year again. The new cars are out, and in somewhat of a modern tradition millions of Americans are joining the annual pilgrimage down to their local dealers' showrooms to see the new cars. Some come to buy a new '67, some come to buy a '66 "leftover," some come to satisfy curiosity.

### WHAT'S REALLY NEW?

There are new designs, new engines, new comforts, new styling, and yes, even two cars that didn't exist last year. No matter what you want, you can find it in the new cars. Power to pass on a new 70 mph interstate highway, economy in a compact, easy handling, large interiors, they are all yours.

### WHAT ABOUT SAFETY?

The 1967s will definitely include more safety features than ever before, but the major changes that federal legislation will probably demand will not be found. However, do not be misled into thinking that nothing significant has been done. Automobile manufacturers are concerned and are conducting research for the future as they have done in the past. New cars are including equipment to meet the specifications set forth by the General Services Administration, the agency that buys cars for federal use.

Even if federal legislation is passed to become effective in '68, we will not reach the utopia some critics feel should come overnight. With some 90 million cars on the road, and building eight million each year while we junk about six, it will take us until about 1980 to clear the roads of the present-day models.

But what are some of the highlights of the cars coming up?

### AMERICAN MOTORS

Aiming to capture more of the market, American Motors' cars have undergone complete new styling and performance changes. Some of the standard features on all models are a double-brake system which has been standard since 1962, an energy-absorbing steering wheel, higher strength door locks, a safety-styled instrument panel, nonglare windshield wipers, improved brakes, ceramic-armored exhaust systems, and coiled springs all around. The individual models have some standout features which will attract attention.

The new-style Rambler will continue to concentrate on being the economy-king compact.

The DPL has high-back bucket seats as standard equipment.

The size and interior room of the Ambassador, Marlin, and Rebel will increase appreciably.

Rebel and Ambassador wagons are offering larger "hidden" compartments and choice of tailgates.

### CHRYSLER MOTORS

The really growing company of the big three has risen to meet the challenge of critics, competitors, and the government. Standard on all Chrysler products are new dash panels, energy-absorbing steering columns, newer, more effective rearview mirrors, safety-type inside-door handles, dual-brake systems with warning lights, and in station wagons seat belts for everyone. Continuing interest in this area, they have made anchorages for shoulder harnesses standard for all cars also.

Special features of various models include the following:

A right front seat that will turn and face the rear in the Imperial Crown Coupe. An additional flexible-stem reading light and a folding utility table give a living room atmosphere to this Mobile Director.

The new long-look Imperial will continue to be the big luxury car, measuring nearly 19 feet and weighing over 5000 pounds.

The new-style Valiant will look low and long, and with engine improvements will remain among the least expensive American-made cars to own and operate.

For the performance-minded buyer the big news at Plymouth is the GTX. Sporty and unique handling are adjectives for this one.

The economy-minded wagon lover will find that the Belvedere will fill the need.

Typical of modern American cars are the 59 models offered by Plymouth Fury.

The Dodges will remain essentially the same with sculptured changes and engine improvements.

The new body of the Dart, along with a larger luggage compartment

and a wider choice of colors, will continue as a popular buy.

A really new Dodge is not a car, but rather the new Sportop truck. Hoping to move into the second-car market with options of colors, engines, chrome, carpeting, stereo tape, and even a vinyllike roof that is sprayed on, the Sportop should attract much attention.

The popular Barracuda has been cleaned up in the rear and the rear window has been made smaller. Look for its arrival in November.

### FORD MOTOR COMPANY

Long known for its interest in safety, Ford along with all other manufacturers will meet the federal GSA specifications. Among the many features standard on all Ford cars are the impact-absorbing steering wheel with a padded hub, heavier padded dashes, door locks that cannot be overridden with the door handle, and padded windshield pillars. Quite noticeable of Ford's safety mindedness is the standard equipment of a collapsible armrest in case of impact. Features of individual cars identify divisional thinking.

The Lincoln continues to be a luxury car with no dramatic changes. Improved ventilation and doors that lock when the car goes over eight miles per hour are among many noticeable improvements.

Mercury undergoes no great outside refinements but continues to parallel Lincoln.

And of course, the big news at Mercury is the all-new sports car called the Cougar. It will be a bit more expensive than the Mustang, but hidden headlights and taillights, clean distinctive lines, and V8 engines will easily justify it.

Thunderbird is the other big news in the Ford camp. Initially only two hardtops will appear. One will be a two-door while the other will be a new four-door. With concealed headlights, clean lines, and tasteful decorations the Thunderbird will look long and luxurious.

The regular-line Ford, Falcon, and Comet have undergone minor style changes.

Ford is also moving into the second-car market with offerings of sporty trucks and an ultra sporty Ranchero which is a cross between a truck and a passenger car.

### GENERAL MOTORS

Also moving into line with the GSA specifications, GM will offer as standard equipment a collapsible steering column, dual brakes, more and deeper padding on the dash, improved braking in general, plus making available by option front-wheel disk brakes. By including larger tires stopping ability will improve considerably too. Here are some of the individual highlights:

Cadillac will introduce a new front-wheel-drive model similar to the Toronado. With concealed lights in the front and other tasteful design, this model Cadillac will compete with other luxury sports cars.

Oldsmobile will change grilles to become distinctive from the front. A new flow-through ventilation system will lead the improvements.

Buick will make the least radical change outside while improving the inside.

Pontiac will improve its powerhouse and will come out with some exotic grilles.

Chevrolet will be recognized by large, flowing rear fenders, redesigned windows, and other minor changes.

The big announcement at Chevrolet is the arrival of the car to compete with the Mustang. It will be called the Camaro.

### GENERALLY SPEAKING

1967 will be a good year to buy a car. Even though there may seem to be few striking changes, there are improvements and refinements that will make the 1967s reliable and dependable.

*Mr. Toth is a professor at the Center for Safety Education, New York University.*


6 bright ways to turn white elephants into colorful accents. It's easy with Marvalon® adhesive coverings






Splash a plain-jane shade with a border of stick-on posies. Turn a relic of a trunk into a handsome treasure chest. Color-coordinate jewel boxes, picture frames, flower pots and waste baskets.

It's fun to be a designing woman with Marvalon adhesive coverings. And easy, too. If you stick it down wrong, mistake-proof Marvalon rises to the occasion. Just lift it off and start anew.

Wonderful, washable Marvalon. Available in an even dozen of the freshest new colors you've ever seen. Plus more than 20 snappy new decorator patterns. At leading department, variety, hardware-houseware stores. Marvelous Marvalon! That covers just about everything.

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## If it's Spanish Provincial, there's a PPG High-Fidelity® Mirror to match. Here's a beauty for $73.00* by Carolina.

You can add interest and light to every room in the house with mirrors. They make rooms seem larger and brighter. The HIGH-FIDELITY label is your assurance of the finest in mirrors. PPG makes the glass that makes the difference. Pittsburgh Plate Glass Company, One Gateway Center, Pittsburgh, Pennsylvania 15222.

HIGH-FIDELITY MIRROR OF TWIN-GROUND

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**MASSACHUSETTS**
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Hires-Turner Glass Co.
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H. & S. Pogue

**PENNSYLVANIA**
**Philadelphia**
Leonard Friedman
Lit Brothers

*Approximate retail price


# CAN SHE BOIL A POT OF WATER, BILLY BOY?

By Jeanne Lamb O'Neill

I hope that with all the whoop-de-do about science in the schools today we're not forgetting about dowdy old domestic science. I hope that we're not too busy making our daughters physically fit to make them femininely fit. I'd hate to think we're raising a brand-new breed of egg-headed, ham-legged super-girls who can't even boil water.

Not that I think the schools are to blame. Most schools make some attempt to expose our children to the homely arts. Sean made cranberry relish in school one year. Cindy once "cooked" some sugar-coated dates. I hear that in our local junior high, girls get three hours of home economics a week (four, I believe, if they're not "gifted or superior" students selected for higher things). That may not be much, but I think we can be grateful Susie's getting any domestic education at all in school. Because I'm not sure Susie's even learning which end of a mop is up at home.

So far as I can see, some of today's young things may *never* be able to leave their mothers. Never mind if they can make a cherry pie. I know teen-age girls who can't even make a bed—not properly, professionally, with snappy hospital corners. I know teen-age girls who can't peel a potato or iron a hanky. We've had baby-sitters who couldn't get the children's dinner if you put a can of spaghetti in their hands and opened it for them. Maybe I shouldn't talk about baby-sitters—it's possible they're perfect whizzes in their own homes but purposely helpless in mine. But I can't help wondering about the ever-so-willing dumb Doras who load the dirty dishes on top of my clean ones and scrub my antique Italian marble table with scouring powder. Obviously, Dora missed a lesson somewhere. And think of all the Doras in our college dorms who blithely boil their cashmeres and wash red things with white things—unless they ship the dirty laundry home to mom each week.

I don't mean to pick on teen-agers. I've read that teen-agers are generically good-for-nothing. (OK, I *remember* that teen-agers are good-for-nothing.) Teen-agers are supposed to rebel against responsibility and suddenly switch from mother's little helpers to Satan's little lounge-lizards. So let's grant that this, too, shall pass and half of today's helpless Hannahs will be tomorrow's crackerjack housekeepers—and let's pick on even littler kids. I'm afraid some of our small-fry never become mother's little helpers to begin with. You just have to observe the young friends your children bring home for dinner or to spend the night. You can tell right away who's being brought up by mother and who's bringing mother up. Some children automatically swoop up their dishes when they leave the table, automatically tuck their pj's and trading cards back in the suitcase, and automatically make the bed. Other children wouldn't pick up a plate if they dropped it right in the middle of the kitchen floor. They're the ones, I'm sure, who couldn't cook a piece of toast or run water in the bathtub without screaming for mom. Interestingly enough, some of the best little table-clearers that visit our house are boys. It's not surprising at all these days to hear of strapping young he-men who can cook and sew and iron as well as they can throw a pass or make a basket. In fact, a third of the junior contestants in the Pillsbury Bake-Off this year were boys. Ditto for the Delmarva Chicken Festival. Now wouldn't it be a pretty pickle if our girls start asking Billy Boy if he can bake a cherry pie?

Mind you, I'm not talking about the darling daughters of millionaire daddies. I'm talking about nice, normal, neglected daughters of nice, normal, neglectful mothers like you and me. Why aren't we teaching Susie all the tricks our mothers taught us? Why can't Janie cook or sew or keep a tidy house? Maybe it's because we belong to the jiffy generation. With all our automatic servants, instant foods, and wonder cleansers, housewifery is no longer statusy. We ourselves don't think what we do is important, so why trouble Susie? Wouldn't we feel like fools teaching her how to bake a cake when all we ever do is open a box of mix? Who needs lessons in how to push a vacuum?

Nevertheless, we all know that housekeeping is a full-time job—whether we love it or hate it or are simply bored by it. We all know that we ought to be teaching Susie a trick or two. But some of us are too busy. There isn't time in our hurry-scurry schedules for cozy sessions over a mixing bowl. Some of us are too lazy. It's ever so much quicker and easier to iron a blouse or sew on a button ourselves than

to teach Susie from scratch. Some of us are too loving. It makes us feel needed and mothery to wait on our children hand and foot. And probably most of us (blush) are a little bit of each. And if we're lucky enough to have a cleaning woman every week, poor Susie's goose is cooked. Thanks to our mothers, we know about cleaning under beds and inside lampshades and behind sofas—and we'll certainly tell the cleaning woman if she doesn't know—but who'll tell Susie?

The more I think about it, the happier I am about those three hours of home ec that Cindy will have some day. Some people think that the schools should forget about cooking and sewing and stick to calculus and Shakespeare. But I'll take all the domestic science a school has to offer. Not every mother is equipped to lay the groundwork for a lifetime of triumphs at the range or sewing machine. I'll gladly let a trained home economist teach Cindy how to thread a bobbin and make a basic roux. I'll gladly let trusty Mrs. Needlesox explain the difference between silk and rayon and chart the foods high in vitamin B. But I hope I'm not too busy, lazy, or loving to pass on all the other tricks that every girl should know and every mother should teach.

I'd start with pillow-fluffing. Maybe you think anyone can fluff a limp, lumpy down sofa cushion into a proud, plumpy pouf. Maybe you've settled for foam rubber. But I haven't met a cleaning woman yet who could pound and pummel the daylights out of a pillow the way my mother taught me.

Next I'd teach my daughter how to dissect a grapefruit. Don't tell me everyone knows how to dissect a grapefruit—I've abandoned too many chunks stuck to the bottom and swallowed too much pulp to believe that. The lucky man who gets my daughter will spoon up juicy, perfect sections with no strings attached every time.

I'd also teach her how to fry an egg over light—as well as boil them, poach them, scramble them wet, scramble them dry, and fry them sunny-side up. Let others whisper to her the secrets of a perfect soufflé and an elysian fondue—I'll see that she doesn't murder the simple, innocent morning egg.

I suppose that Cindy could learn from somebody else how to iron puffed sleeves, how to sew on buttons, how to load the dishwasher, how to hem a skirt (and how to find the thread that unhems a skirt)—but who'll teach her how to pinch petunias and brush off the Fuller brush man if I don't?

Surely, Cindy could always look up what to do about grape juice stains (stretch garment over deep bowl and pour boiling water from height of one foot) or how to wash gloves or debone chicken breasts—but why not let her start off right?

Surely, it won't hurt her to know that shirts come out cleaner if you scrub the neckbands first, gravy comes out smoother if you mix the flour and water first.

I wouldn't even take it for granted that she knows how to fold bath towels or wrap a present or dump out the toaster. I know plenty of women who don't—and I also know whose knee I learned at.

It would be a shame if Cindy married a millionaire and all my motherly household hints went down the drain. It would be too bad if by the time she marries even flower-arranging were computerized. But I don't care how rich a husband a girl catches—she still has to tell the servants what to do. I don't care how many miraculous gadgets a girl has—she still has to know which button to push.

(P.S. to the Girl Scouts, Boy Scouts, 4-H Clubs, Girls' Clubs of America, Boys' Clubs of America, Campfire Girls, Future Farmers of America, Future Homemakers of America, Y.W.C.A., Y.M.C.A., and who knows how many maligned mothers—don't be mad at me, I'm not mad at you.)




What to look for in a new toaster:



CRUMBS

Crumbs? In your brand-new Toastmaster toaster? Possibly. It's typical of Toastmaster thoroughness, that *every* toaster is tested with toast . . . so it's *sure* to work right, whether you buy it for yourself or give it as a gift. Sometimes, of course, a tiny crumb stays inside, like a souvenir of work well done.

Turn it over

Turn your handsome Toastmaster toaster upside down, and see. Open the handy hinged crumb tray, and look inside. Even if the crumbs are gone, you'll see workmanship as fine, materials as handsome as on the outside case itself.

This isn't done for Show. It's done to make your toaster serve you better, year after beautiful year.

What, no wires?

Look again. Where are the wires? Toastmaster uses rigid steel bus bars to carry current to the heating elements. There are no loose wires to flex and wear thin. You say, even the bus bars look good? Engineers say, things built to work better, look better.

Look again. Where are the heating coils? Heating elements on Toastmaster toasters are so neat that you hardly notice them, especially on deluxe models. That's because Toastmaster uses special nickel-chromium wire carefully emplaced on insulating mica plaques, for extra years of trouble-free toasting.

Beauty is as beauty does

Look again, at the beautiful Imperial (Model B122, at top). It's fully automatic. You never, ever push a lever. A small motor even lowers the bread.

On both the Imperial and the Sovereign (Model B112, below), see how the controls are up front, where they're easier to use.

And compared to lesser toasters, Toastmaster toasters are built like fine watches. Built to work better. Built to work longer. Built to work *right*. It's the same with all fine Toastmaster products.

Doesn't someone you know deserve a Toastmaster toaster? (Don't you?)

TOASTMASTER

McGRAW EDISON

Toastmaster Division · McGraw Edison Company · Elgin, Illinois — Toasters · Coffee Makers · Fry Pans · Broilers · Irons · Waffle Bakers
Hair Dryers · Mixers · Blenders · Can Openers · Hair Clippers · Vibrators · Shoe Polishers · Power Tools · Fans · Heaters · Humidifiers



(23" x 35" over-all) Bassett Mirror Co., Inc., Bassett, Virginia 24055

## If it's Early American, there's a PPG High-Fidelity® Mirror to match. Here's a beauty for $35.00* by Bassett.

You can add interest and light to every room in the house with mirrors. They make rooms seem larger and brighter. The HIGH-FIDELITY label is your assurance of the finest in mirrors. PPG makes the glass that makes the difference. Pittsburgh Plate Glass Company, One Gateway Center, Pittsburgh, Pennsylvania 15222.

HIGH-FIDELITY MIRROR

**See this and other beautiful HIGH-FIDELITY Mirrors at stores like these:**

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**Hartford**
G. Fox & Company, Inc.
Nassau's
**Torrington**
Smith Tompkins Co.

**D. C.**
**Washington**
Hecht Co. (all stores)

*Approximate retail price

**FLORIDA**
**Ft. Lauderdale**
Jordan Marsh
**Miami**
Jordan Marsh
**Orlando**
Jordan Marsh
**Tampa**
Maas Brothers, Inc.

**GEORGIA**
**Atlanta**
Rich's

**INDIANA**
**Indianapolis**
L. S. Ayers

**LOUISIANA**
**New Orleans**
Krauss Company, Ltd.

**MARYLAND**
**Indian Head**
Ely's Department Stores

**MASSACHUSETTS**
**Boston**
Oscar A. Long
**Stoneham**
Barbo's, Inc.

**MICHIGAN**
**Detroit**
Crowley-Milner & Co.

**NEW YORK**
**Rochester**
H. T. Mangurian's
Sibley, Lindsay & Curr Co.
**Syracuse**
E. W. Edwards & Son

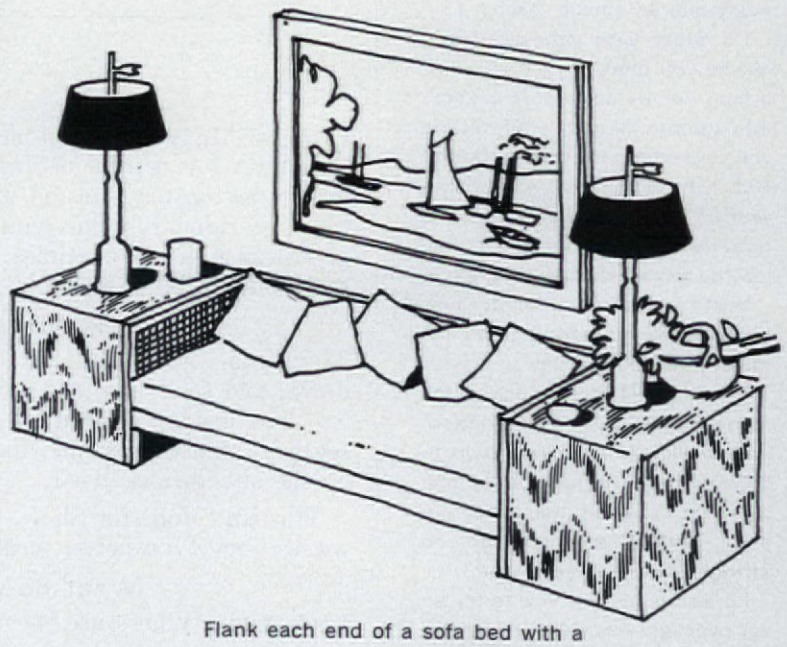
**OHIO**
**Columbus**
F & R Lazarus Department Store

**TEXAS**
**Ft. Worth**
W. C. Stripling & Co.

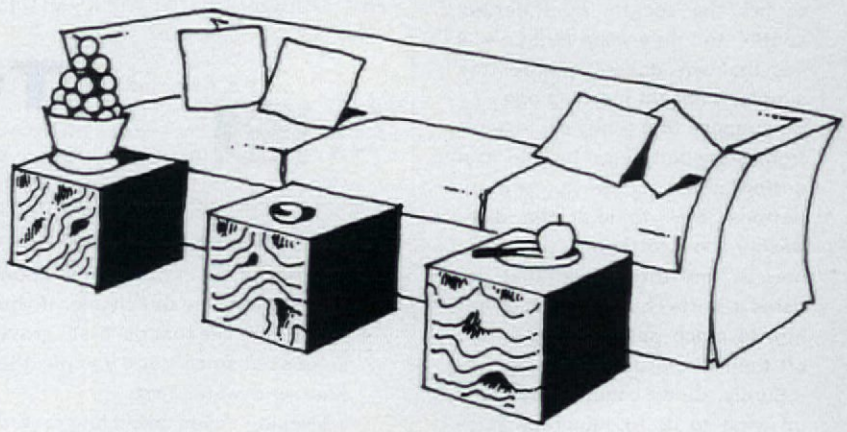
# the cube

## nothing square about this furniture

And no new math is needed to execute these furniture ideas—they're as easy as pie to put together, and they fit in with any room arrangement. One sheet of ¾-inch plywood is used for three 16-inch-square cubes. (Ends are butted for ease in assembling.) For the final design, take a look at our sketches—our finishes include paint, varnish, fabric, paper, and easy-to-apply veneer.



Flank each end of a sofa bed with a cube. Cover with decorative paper and varnish for a durable finish.



Use three cubes for unusual sofa coffee tables. Cover them with a thin veneer, spatter, or paint to simulate malachite, marble, or wood grain.

(continued)





DRESS BY PAULINE TRIGERE

# Rest easy! Neither Kathy nor kitty can soil this beautiful, long-wearing Alexander Smith carpet of amazing Polycrest.®

Warm welcome on a wet afternoon: the practical luxury of Villa Sirocco in your living room–and everywhere else in your home. Thanks to Polycrest, the miracle fiber, Alexander Smith has fashioned a thick, sculptured carpet that's so easy to clean, so resistant to stain, it takes all the work and worry out of carpet care.

Villa Sirocco has a sumptuous, but stubborn surface that repels most household stains. (So non-absorbent, you can use it in your kitchen!) Coffee, fruit juice–even pet mistakes–wipe away in the sweep of a sponge.

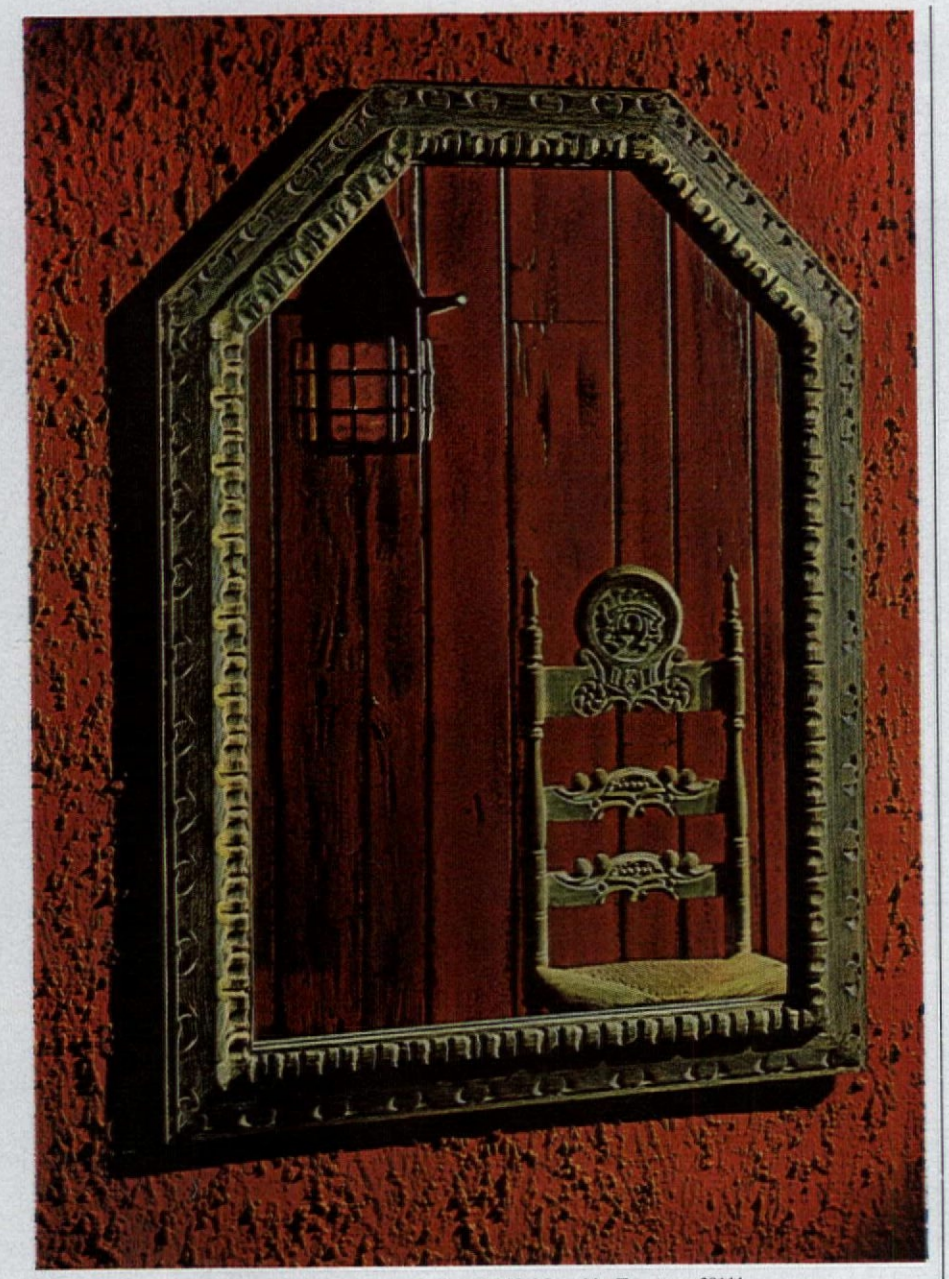
Dirt, dust and grime just can't work their way into the fibers. Villa Sirocco stays cleaner, looks newer longer.

There are 17 rich, fabulous colors to choose from–ranging from soft-to-bright, dark-to-light. Each is a decorator's delight, gives fresh, new excitement to any room.

The price? Rest easy again. It's as practical as the carpet: About $8.95 per square yard. See Villa Sirocco today at your nearest Alexander Smith dealer.

® U. S. RUBBER'S NEW OLEFIN FIBER

**Alexander Smith**
CARPETS AND RUGS
1845®
295 FIFTH AVENUE, NEW YORK, NEW YORK 10016



(30″ x 42″ over-all) Binswanger Mirror Co., P.O. Box 11246, Memphis, Tennessee 38111


# If it's Spanish, there's a PPG High-Fidelity® Mirror to match. Here's a beauty for $85.00* by Binswanger.

You can add interest and light to every room in the house with mirrors. They make rooms seem larger and brighter. The HIGH-FIDELITY label is your assurance of the finest in mirrors. PPG makes the glass that makes the difference. Pittsburgh Plate Glass Company, One Gateway Center, Pittsburgh, Pennsylvania 15222.

PPG® HIGH-FIDELITY MIRROR OF TWIN-GROUND

**See this and other beautiful HIGH-FIDELITY Mirrors at stores like these:**

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**Birmingham**
Abernathy Furniture Co.
Binswanger Glass Co.
Pizitz Dept. Store
**Mobile**
Hammel's
Mobile Glass Co.

**ARKANSAS**
**Helena**
Dixie Glass Co.
**Jonesboro**
Home Decorating Co.
**Little Rock**
Binswanger Glass Co.

**FLORIDA**
**Orlando**
Ivey's Department Store

**LOUISIANA**
**Shreveport**
Binswanger Glass Co.

**MISSISSIPPI**
**Clarksdale**
Dixie Glass Co.
**Hattiesburg**
Binswanger Glass Co.
**Jackson**
Binswanger Glass Co.
**McComb**
Super Furniture Mart
**Meridian**
Binswanger Glass Co.

**OKLAHOMA**
**Bartlesville**
Ace Glass Company
**Enid**
Enid Paint Center
Pittsburgh Plate Glass Paint Center
**Midwest City**
Pittsburgh Plate Glass Paint Center
**Oklahoma City**
Hillcrest Paint Center
Lakewood Paint Center
Pittsburgh Plate Glass Paint Center
Ridgecrest Paint Center
**Tulsa**
Admiral-Sheridan Paint Center
Mel Mar Paint Center
Pittsburgh Plate Glass Paint Center
Woodland Village Paint Center

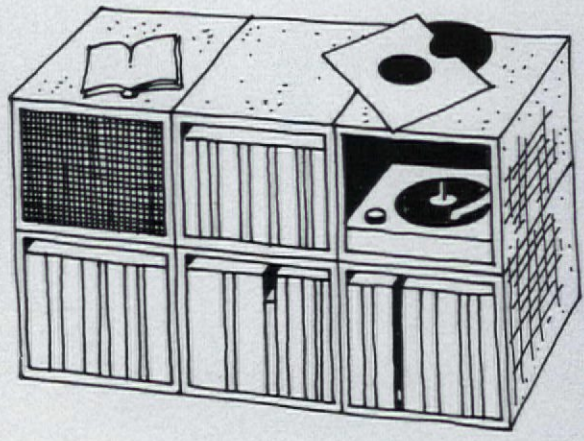
**TENNESSEE**
**Dyersburg**
Intercity Glass Co.
**Memphis**
Cosby Furniture Co.
Goldsmith's
Mid-South Glass Co., Inc.
**Nashville**
Binswanger Glass Co.
Mike's Glass Shop

**TEXAS**
**Abilene**
Abilene Glass and Mirror Co.
Binswanger Glass Co.
Pittsburgh Plate Glass Paint Center
South Texas Lumber Co. (Glass Dept.)
**Amarillo**
Amarillo Paint Center
**Brownwood**
Sheppard's Furniture
**Bryan**
Acme Glass Co.
**Commerce**
Chaney Furniture
**Dallas**
Binswanger Glass Co.
Pittsburgh Paint Center
Sears Roebuck & Co. (Valley View)
Titche-Goettinger Co.
**Ennis**
Economy Home Furniture
**Houston**
Benton Glass Co.
Binswanger Glass Co. (all stores)
Sears Roebuck & Co.
**Hurst**
Star Glass & Mirror Co.
**Irving**
Pittsburgh Paint Center
**McKinney**
Johnson Furniture Co.
**Paris**
Reep's Furniture
**Pasadena**
Binswanger Glass Co.
**Richardson**
Binswanger Glass Co.
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Binswanger Glass Co.
**Waco**
Binswanger Glass Co.
Pittsburgh Paint Center
**Wichita Falls**
Pittsburgh Paint Center

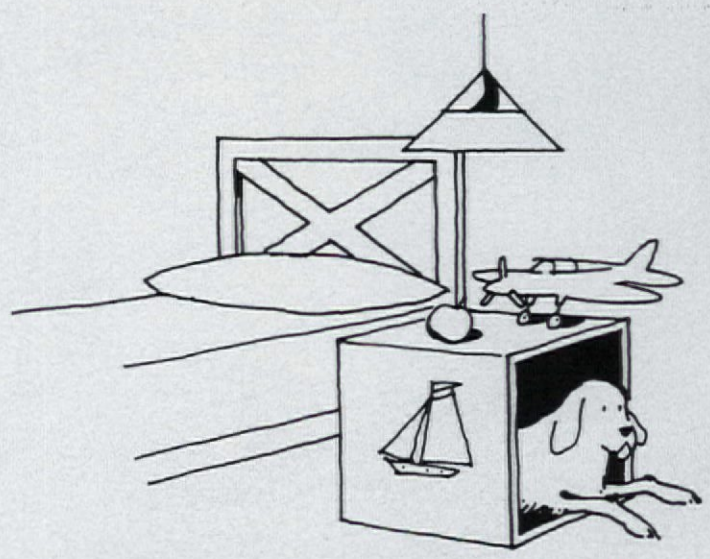
*Approximate retail price


## THE CUBE (continued)

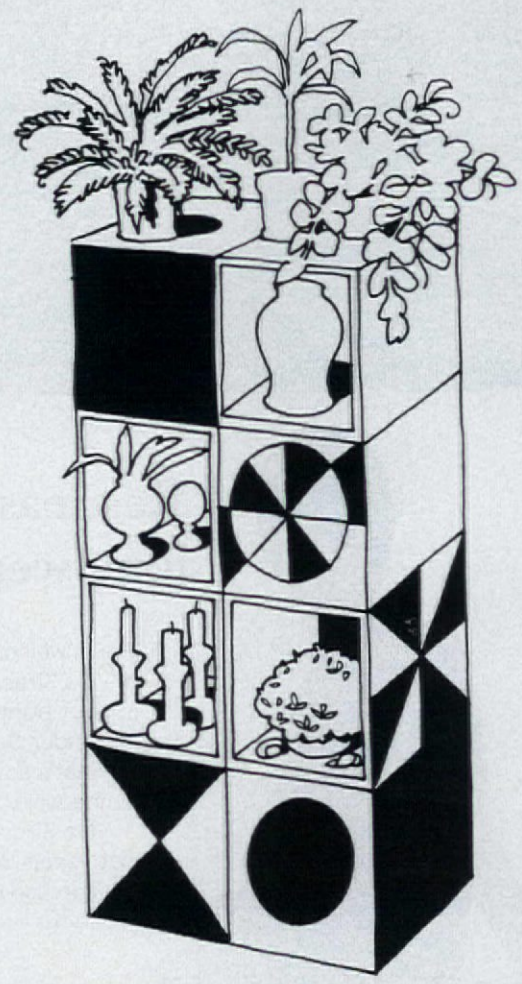
Stack six cubes (three over three) horizontally, with open ends at front, for music storage cabinet. Some openings can be covered with caning.



Drawings: Denman Hampson



Toys, books—even the dog—can take cover in this bedside table. Paint one cube a bright color and add amusing drawings.



Eight cubes stacked vertically (four and four), with open ends front and back, give you a storage unit—useful for books, accessories. Cover it with burlap and paint on decorative motifs.

# Naugahyde® doesn't have to look practical.



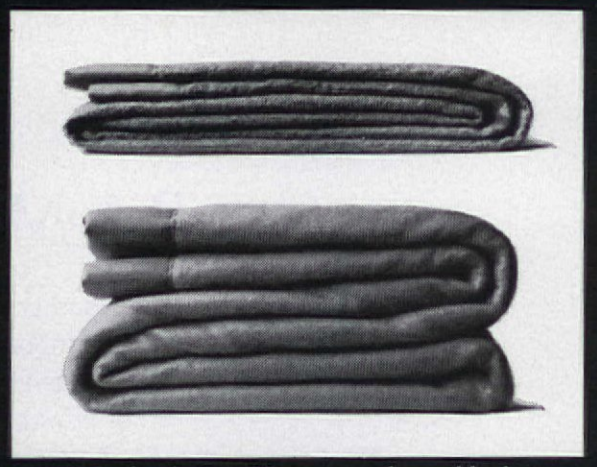
UNIROYAL
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It fools people. They're never really sure that it's vinyl upholstery. But truckers know. And truckers' moms. Naugahyde is the vinyl fabric that washes clean with a sponge. It's the practical one that takes scuffs in stride. But people don't see it that way. That's the beauty. Naugahyde always looks rich. And some patterns look softer than fabric. 600 patterns and colors in all. Ask to see the swatch book. Fool people by being practical.

n
NAUGAHYDE®



Chatham's Fiberwoven® fluffy blankets are for women who aren't quite ready



Let's be frank. Our Fiberwoven skinny blanket isn't for everyone. Not yet.

Even though it's warmer and stronger than ordinary blankets. And it doesn't shrink (not at all). Nor shed. Nor pill. And it looks the very same after 50 washings as it does the day you buy it. (You know that's not true for any other blanket.)

Still, some women won't have the courage to buy it. They're used to the fluffy blankets their mothers taught them to love and cherish. They're just not ready for the skinny blanket with its sculptured look. No matter how handsome it is.

If that's you, consider our Fiberwoven fluffy blanket. The same Fiberwoven process means it's warmer and stronger than ordinary blankets. And it shrinks only about half as much. With a lot less shedding and pilling.

So it's pretty unusual too. And a whole lot better than those other fluffy blankets it looks like. It's just not quite as good as our Fiberwoven skinny blanket. But then, nothing is.

P.S. If you are ready for the skinny blanket, ask for it by name.Chatham's "Forecast". And in crib blankets, where washing is so important, ask for Chatham's "Tuffy".

And look for the Good Housekeeping Seal that tells you everything we've said about them is true.

Chatham Blankets, Elkin, North Carolina

Chatham

**for our Fiberwoven skinny blanket.**

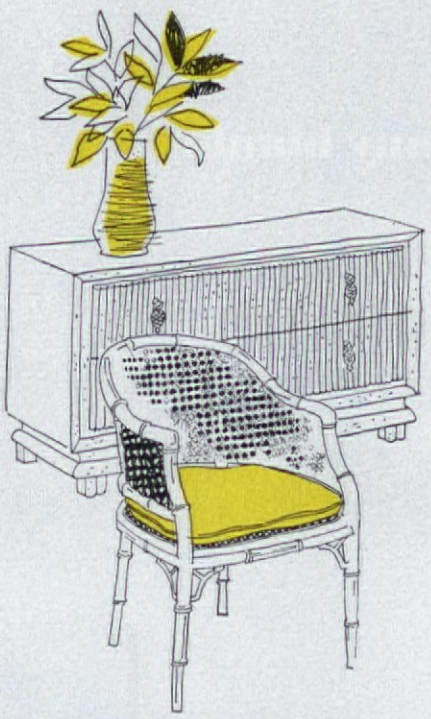


# BAMBOO BOOM

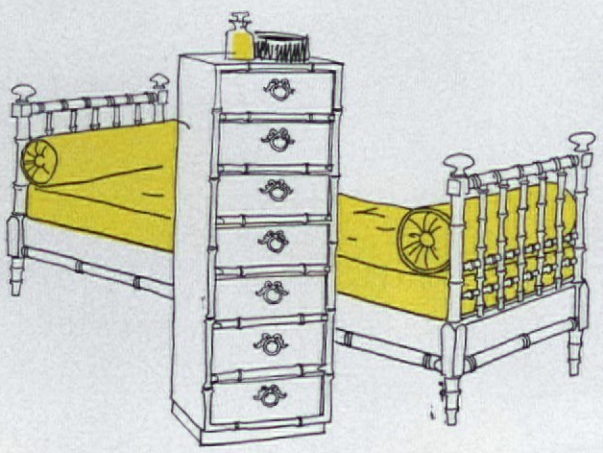
Bamboo's booming! And no wonder. The bamboo look is imaginative, dashing, and nostalgic—like an Oscar Wilde comedy full of Edwardian elegance. Designers discovered bamboo in thrift shops. You don't have to go that far any more; it's conveniently close in your local department or furniture store or gift shop. There's so much bamboo around that you can furnish a whole room in bamboo-turned furniture. You can have an all-bamboo table setting, you can redecorate your bathroom in bamboo, or you can simply add a few bamboo accessories, make bamboo-patterned draperies, or put a bamboo umbrella stand in your entry . . . all inexpensive to do.



Bamboo is for teen-agers. Allegro by Thomasville comes in four color combinations. There's visible quality detailing in the plastic tops brushed to match the furniture; note bamboo-design pulls. Grilled-door deck is $118, supporting cabinet is $102, mirror is $40, desk is $129, and the little desk chair is $45.



Bamboo goes all through the house. Bali Hai by American of Martinville is for the dining room, bedroom, or living room. In pecan wood with an almond-colored finish, the group boasts quality detailing such as carefully reeded fronts, pineapple-shape wood pulls. Shown here, a drawer commode, $120, and occasional chair, $170.



Bamboo is for the bedroom. Semainier or lingerie chest $170, and daybed $360 in base grade fabric, are from Drexel's Bambou bedroom group. Note quality details: turned wood trim, delicate wreath-and-ribbon hardware, plastic tops finished to match paint. Especially appealing in yellow with white, group is also offered in cherry finish with wood tops.

(continued)

For address of sources, see page 100 Prices approximate Drawings: Jerry Schiano


## "CHATEAU"

### bedspread at these and other fine stores

| | |
|---|---|
| Abilene, Texas | Thornton's Dept. St |
| Akron, Ohio | Polsk |
| Albuquerque, N. M. | American Furniture |
| Allentown, Pa. | He |
| Allentown, Pa. | H. Leh & |
| Allentown, Pa. | Zollinger-Harned |
| Arcadia, Calif. | Hinsha |
| Atlanta, Ga. | Ric |
| Austin, Texas | Dillar |
| Bakersfield, Calif. | Malcolm Bro |
| Baltimore, Md. | Hecht |
| Baltimore, Md. | Hochschild, Kohn & branch |
| Beaumont, Texas | Fair Sto |
| Binghamton, N. Y. | Fowler, Dick & Walk |
| Birmingham, Ala. | Piz |
| Brooklyn, N. Y. | Abraham & Straus (all branche |
| Buffalo, N. Y. | Adam, Meldrum & Anderson & suburban stor |
| Casper, Wyo. | Casper Commissa |
| Cedar Rapids, Iowa | Armstrong |
| Cedar Rapids, Iowa | Killian C |
| Charleston, W. Va. | Diamond Dept. Sto |
| Chattanooga, Tenn. | Miller Bros. C |
| Chicago, Ill. | Carson Pirie Sco |
| Cincinnati, Ohio | McAlpin |
| Cincinnati, Ohio | Shillito |
| Cleveland, Ohio | Higbee C |
| Cleveland, Ohio | May C |
| Columbus, Ohio | Lazaru |
| Davenport, Iowa | M. L. Parker C |
| Dayton, Ohio | Elder-Beerman |
| Dayton, Ohio | Rike |
| Des Moines, Iowa | Younker Bros |
| Detroit, Mich. | Hudson |
| Durham, N. C. | Thalhimer |
| El Paso, Texas | American Furniture Co |
| El Paso, Texas | Popular Dry Goods Co |
| El Paso, Texas | Stehling's |
| Elgin, Ill. | Jos. Spiess |
| Fairmont, W. Va. | J. M. Hartley & Son Co. |
| Fort Worth, Texas | Monnig's |
| Fort Worth, Texas | Stripling's |
| Glendale, Calif. | Webb's |
| Green Bay, Wis. | H. C. Prange (all stores) |
| Hammond, Ind. | E. C. Minas |
| Harrisburg, Pa. | Pomeroy's |
| Houston, Texas | Joske's |
| Huntington, W. Va. | Anderson, Newcomb Co. |
| Huntington, W. Va. | Huntington Dept. Store |
| Indianapolis, Ind. | L. S. Ayres |
| Indianapolis, Ind. | Wm. H. Block |
| Jackson, Mich. | Jacobson's |
| Jackson, Miss. | S. P. McRae Co. |
| Jacksonville, Fla. | May-Cohen Co. |
| Kansas City, Mo. | Emery, Bird, Thayer |
| Little Rock, Ark. | Gus Blass Co. |
| Little Rock, Ark. | Pfeifers |
| Long Beach, Calif. | Buffums (all stores) |
| Los Angeles, Calif. | Broadway (all stores) |
| Los Angeles, Calif. | May Co. (all stores) |
| Los Angeles, Calif. | Robinson's (all stores) |
| Louisville, Kentucky | Kaufman's (all stores) |
| Memphis, Tenn. | Goldsmith's |
| Memphis, Tenn. | John Gerber Co. |
| Miami, Fla. | Jackson Byron Stores |
| Milwaukee, Wis. | Milwaukee Boston Store |
| Minneapolis, Minn. | Dayton's |
| Nashville, Tenn. | The Harvey Co. |
| New Orleans, La. | Maison Blanche |
| Oakland, Calif. | Capwell's (all stores) |
| Oakland, Calif. | Rhodes (all stores) |
| Oklahoma City, Okla. | John A. Brown Co. |
| Omaha, Neb. | J. L. Brandeis |
| Omaha, Neb. | Orchard & Wilhelm |
| Omaha, Neb. | Phillips Dept. Store |
| Omaha, Neb. | Thomas Kilpatrick Co. |
| Peoria, Ill. | P. A. Bergner & Co. |
| Philadelphia, Pa. | Gimbel's & suburban stores |
| Philadelphia, Pa. | John Wanamaker & branches |
| Philadelphia, Pa. | Lit's & branches |
| Pittsburgh, Pa. | Kaufmann's |
| Portland, Oregon | Meier & Frank |
| Richmond, Va. | Miller & Rhoads |
| Rochester, N. Y. | Sibley, Lindsay & Curr |
| Rock Island, Ill. | McCabe Dry Goods |
| Rockford, Ill. | Chas. V. Wiese |
| St. Louis, Mo. | Famous-Barr |
| St. Louis, Mo. | Stix, Baer & Fuller |
| St. Louis, Mo. | Vandervoort's |
| San Antonio, Texas | Joske's |
| San Diego, Calif. | Walker-Scott |
| San Francisco, Calif. | Emporium (all stores) |
| Santa Barbara, Calif. | Trenwith's |
| Savannah, Ga. | Levy's |
| Schenectady, N. Y. | Carl Company |
| Scranton, Pa. | The Globe |
| South Bend, Ind. | Robertson's |
| Spokane, Wash. | The Crescent |
| Springfield, Mass. | Albert Steiger, Inc. & branches |
| Springfield, Mo. | Herr's |
| Syracuse, N. Y. | Dey Bros. & branches |
| Tacoma, Wash. | Rhodes |
| Tampa, Fla. | Maas Bros. |
| Toledo, Ohio | LaSalle & Koch |
| Tulsa, Okla. | Brown, Dunkin Co. |
| Tulsa, Okla. | Froug's |
| Washington, D. C. | Hecht Co. & branches |
| Washington, D. C. | S. Kann's |
| Washington, D. C. | Woodward & Lothrop & branches |
| West Palm Beach, Fla. | The Pioneer Co. |
| Wheeling, West Va. | L. S. Good & Co. |
| Winston-Salem, N. C. | Davis, Inc. |
| York, Pa. | Bon Ton |
| Youngstown, Ohio | McKelvey's |
| Youngstown, Ohio | Strouss Hirschberg |

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"Chateau" comes in flame (shown), snow, plum, sand, avocado, curry, pumpkin, jade, charcoal and cornflower. Also in single, full and queen sizes, from $16.

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© Economics Laboratory, 250 Park Ave., New York, N. Y.


## Bamboo Boom
(continued)



Reading clockwise: Bamboo-framed mirror with pineapple finials has dark finish, Palladian pediment; $80 by Quartite. Freely rendered pen-and-ink design of bamboo gives light, sketchy, and very Oriental air to this acetate taffeta shower curtain by Jakson, $9. Floor lamp with bamboo-patterned brass base is from Keystone Lamps' Bambu collection. It's $21.95 with a three-way light. Delicate little bookrack (or a display stand for a small painting) is made of real bamboo; $30 from Soovia Janis. White pottery tub with bamboo pattern holds umbrella or branches; $110, Mottahedeh. Bamboo treillage print called Pavillon, is cotton with Scotchgard finish; sells for $3 a yard by Cohn-Hall-Marx. Bamboo wallpaper by Thomas Strahan is $5.60 a roll. Miniature tea cart with bamboo-turned legs is practical for a telephone; $30 at Miriam Blum.

(continued)

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Or, you can just lie there, feeling the Charlestown's big, fat, soft, sensuous swirls against your face. There's just one danger. You may not want to get up.

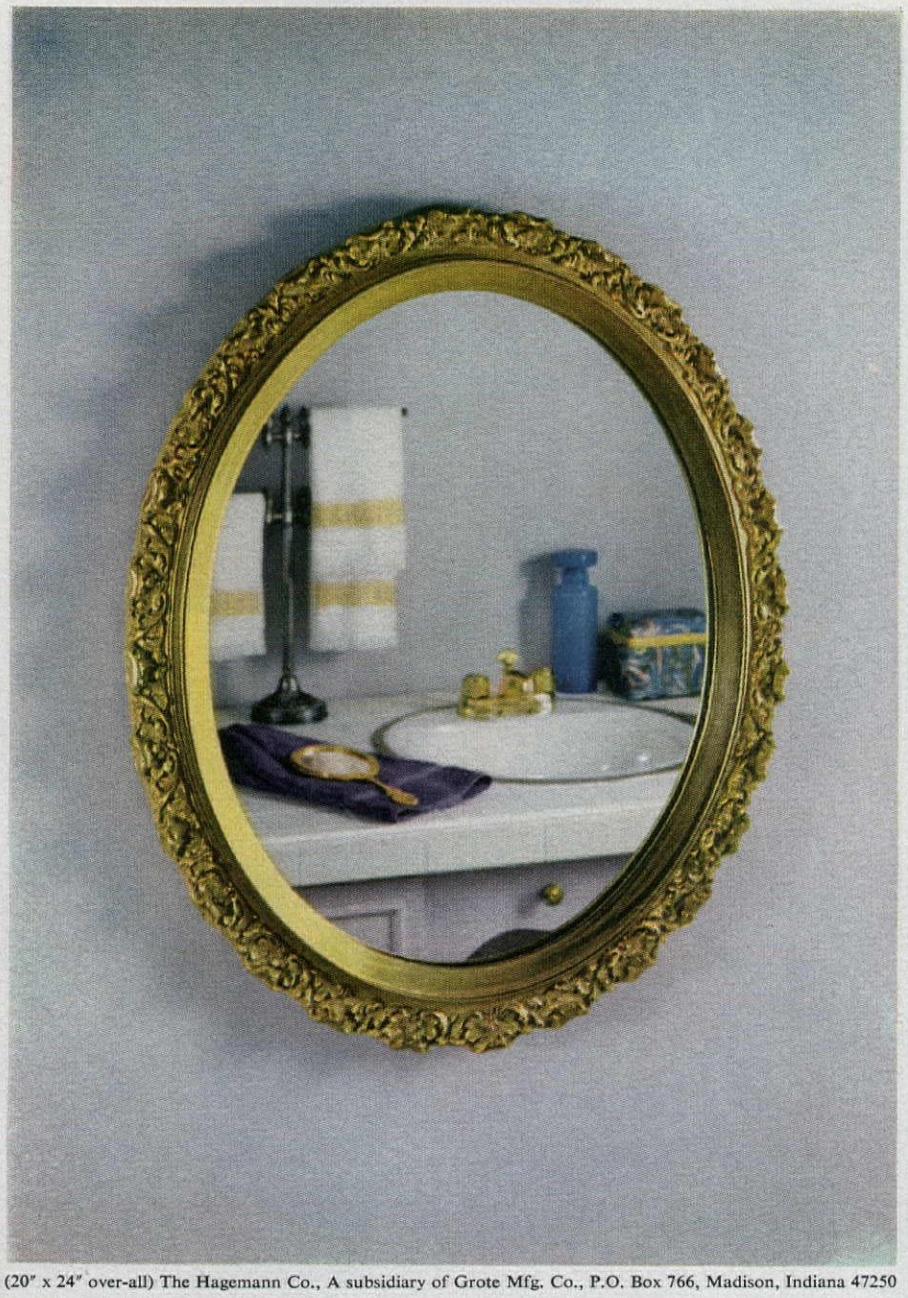
Our carpet comes in a broad color range. A very pale martini called White Grape. A high-class Brass. A rare grey-green Jade. And many more.

The only really skinny thing about Lees Charlestown is its price. Under $11 a square yard. It's worth a fat lot more.

For a lot of good, down-to-earth reasons, "those heavenly carpets by Lees."

©James Lees & Sons Co., Bridgeport, Pennsylvania. A Division of Burlington Industries.





(20" x 24" over-all) The Hagemann Co., A subsidiary of Grote Mfg. Co., P.O. Box 766, Madison, Indiana 47250

## Bamboo Boom (continued)

Reading clockwise: Large easel of real bamboo is $50 from Soovia Janis. Bamboo-check cotton fabric Takebei —that's Japanese for bamboo—is by Everfast. Available in six colors, it sells for $4 a yard with Zepel finish; perfect for slipcovers and draperies. White pottery cachepot can also be used as a vase; $6 at B. Altman & Co., N.Y.C. Creamy white, 10-inch pottery plate has bamboo pattern and border; from Mottahedeh, $3. Nest of three tables with bamboo-turned legs is $130; Wilmar. Bamboo-handled flatware is 23K gold on stainless steel. Six-piece place setting, $15; Supreme Cutlery Corp. Bamboo-design glasses by Imperial are $1.25 from B. Altman & Co. Graceful bamboo candlestick lamp is 31 inches and costs $45 with shade; by Edward Alden Studios, Inc. Miniature library steps (for tabletop collections) is $30; by Wilmar.



Photographer: Harry Hartman


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The Beautyrest. By Simmons.

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**BEAUTYREST BY SIMMONS**

Free "How to Buy a Mattress" Booklet. Write: Simmons, Merchandise Mart, Chicago, Ill. © 1966 by Simmons Co., Mdse. Mart, Chicago, Ill. *Suggested price except in fair trade states.



(28" x 40" over-all) Lenoir Mirror Co., Lenoir, North Carolina 28645


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By André Previn

# THE TALENT FOR LISTENING

## Help your child learn to love good music

I've never met a child who couldn't be interested in music—good music. That doesn't mean he must play an instrument. More often, his innate talent is in the area of intensive listening pleasure. But to develop that talent, he needs exposure—and of all the art forms, good music is the most neglected in this matter of exposure. Some music pursues us everywhere—in elevators, airplanes, even supermarkets—but this is music designed for inattentive listening. How then can we expose our children to a real listening experience?

The Bernstein Young People's Concerts have proved that even very young children can be held by great music, especially when they hear it with other young people, accompanied by information given with authority and charm. In quite a few cities where I have conducted, I throw open the last rehearsal to young people only. They can come dressed as they like as long as they're quiet. I talk to them briefly (occasionally mentioning they are enjoying the same program their elders will hear later at $7.50 a seat ). It is wonderful to see the astounding number of kids who come to these rehearsals and even more thrilling to hear their intelligent, searching comments and questions afterward. Since city after city across our nation has or is forming its own orchestra, why not ask the orchestra committee chairman and/or the conductor to arrange open rehearsals for junior and senior high schoolers? The ability to listen grows enormously with the whole theatrical experience of going to the auditorium, sitting in expectancy, seeing the musicians, applauding.

An important word about children's musical tastes belongs right here. From experience I have learned some startling facts. The old standard fare for "beginning musical appreciation" doesn't interest most young people today. What we adults consider easily assimilated melodies and harmonies are apt to be more difficult for them to grasp than complicated, contemporary dissonances. They are very likely to fall in love at first hearing with a lot of what we may have deemed to be "difficult" classical music. I have heard marvelous, instinctively knowledgeable comments from 12-year-olds after performances of Stravinsky and Bartók—and conversely, admissions of boredom after Mozart and Haydn. To think that the purity and elegance of 18th-century music is easier than the complexities of today's output is to misunderstand today's children. They identify more thoroughly and quickly with a musical mirror of their time than with a remembrance.

I find, too, it is much better not to force every piece into a programmatic mold. To point out imaginary story lines and descriptive imagery forces the child into listening with a predetermined concept. If that concept doesn't agree with his own spontaneous one, he feels left out, baffled. Much better to leave his imagination to function on its own.

Once a youngster has definite likes and dislikes and is able to choose what he wants to hear, his interest can grow and grow. This whole process is, of course, where the record player (and your encouragement) becomes invaluable. By repeated hearings, the child finds his first tastes, his first loves, and learns to hear more in each playing. Little by little, if you provide the records and the impetus, his tastes broaden, his prejudices are overcome, his preferences become more sophisticated.

The great trick is not to relegate the child to the role of totally passive listener. Listening is a part of participation. Without it, performers, concert halls, and records wouldn't exist. Most important of all, though, is the great gift you give your child as you help him develop the taste and talent for creative listening. To be vulnerable to music can be the source of relaxation, excitement, nostalgia, romance, heartache, and happiness. It is a wonderful world and one to which you can help your child gain admittance.

*André Previn is a talented composer, conductor, pianist, orchestrator. In addition to his formidable schedule of recording sessions and tours as guest conductor of leading symphonies, Mr. Previn is currently writing the score of Coco, a new musical, with lyrics by Alan J. Lerner.*



# Even if you think "traditional" and he thinks "modern" ...don't despair! See what a wonderful wedding we can help you plan.

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# THE SYMPATHY LETTER

By Elizabeth C. Robinson

A letter to a friend who has had some sorrow—an accident, an illness, or a death in the family—can be difficult to write. Words seem to fail at such a time, even when writing to a close friend. But you do want to send a message, to let the person know you are thinking of him or her, and the note must be written with tact and sympathy. It need not be difficult to write if you remember a few things.

**Keep it simple and sincere.** It should convey sympathy without being flowery or saccharin sweet. It may help to think what you would want people to say to *you*. Then write it simply, just as you would say it.

A letter of sympathy need not and should not be long, nor should it be an elaborate eulogy. A few sentences that express your sympathy or just the words "Our deepest sympathy" on a small card are all that is necessary. Of course, if you can add some word of personal greeting, it will mean more. To a close friend you might say:

Dear Anne,

I was terribly sorry to hear of your loss. This is a time when friends feel helpless, but I do want you to know that my thoughts are with you. With my deepest sympathy.

Love,
Jane

Dear Bill,

It may be of some help to you to know that John and I share your sorrow. We will always remember your mother with deep affection. Please accept our heartfelt sympathy.

Affectionately,
Mary

To an acquaintance or business associate:

Dear Mrs. Wilson,

Please accept my sincere sympathy in your time of sorrow.

Cordially,
Nancy Smith

One friend who recently lost her mother said to me, "The letters that meant the most to me were notes that made me think of the person sending the message. One friend wrote recalling a picnic we had all had together. Another acquaintance told how much she appreciated my mother's sense of humor. These notes brought happiness to me in a time of sorrow."

Often you know the person well enough and you wish to visit the house or send flowers. Both of these can follow a note, or your note may accompany the flowers.

**There are three musts you should know about when writing a sympathy letter.** First, use only white paper; small note-size or correspondence cards are best. Avoid brightly colored inks; use black or dark blue. Sympathy cards, available in many shops, are convenient but it is much more thoughtful to write your own note.

Second, write the letter in your own handwriting. Do not use a typewriter, even though you usually write letters in this way. A handwritten note at this time is more meaningful.

Third, be sure to sign your complete name to the letter, and write your name and address on the envelope. Usually many sympathy letters come to the house and it can be difficult to know which "Mary" has written.

**Write as soon as possible.** You want the solace your sympathy letter or note will bring to the person to come at a time when it will help most. Write immediately when you hear of the unhappiness or sorrow that has come to the family. It will bring you closer to your friends at a time when they need you.

Suppose you are the person receiving the notes of sympathy. It is a good idea to keep (or have someone keep for you) a list of letters you receive. The names on the list should be written as the envelope would be addressed. An additional help is to include the first name. Put it in brackets after the last name. This information is of help in answering these notes.

In answering sympathy letters, a personal line or two on small white note paper is sufficient. Just writing "Thank you for your beautiful flowers (or . . . for your kind sympathy, or . . . for your kindness)" is all that is needed. If you know the person well, you may wish to be less formal, of course. For example, "Thanks so much for the lovely flowers, Anne. It's good to know you were thinking of us."



**How to feel 40% bouncier than yesterday:**

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# The New Emphasis on Quality

Today, more than at any time in our history, more and more of us are buying quality. Whether we are searching for a new house, a new suit, or a new picnic basket, we have become more discriminating, more critically aware, more selective. To meet this new demand, more quality is being offered to us in housing, in furniture, in clothing, in food, in education—the list is ever increasing.

Why this new emphasis on quality? Perhaps it is because there are more of us who are better educated than ever before. Perhaps it is because there are so many more with the financial means to afford the best, and perhaps because in this rapidly changing world more of us find an emotional need to surround ourselves with material possessions that represent something more than mass-mediocrity.

What is quality? In music it can be Pablo Casals on the cello or Louie Armstrong on the horn. In the theater it can be Maurice Evans or Bert Lahr. Benvenuto Cellini had it and so does Willie Mays.

What is quality? Is it performance rather than promise? Is it class? Is it best of breed? Yes—all of these and more.

In our homes the list grows ever longer. Some associate quality with durability. The longer it lasts the better it is. That's part of it but not all. Is quality written on the price tag? Not necessarily. Is it taste? Yes. Is it "good" taste? Not always. Is it design, craftsmanship, materials, color, construction? Yes, all of these and more. Throughout this issue you will find many examples of what we think of as quality. You may have different interpretations but we can all agree that quality will bring us pleasure and satisfaction. The quest for quality is a worthwhile one in which we can all participate. It's not how much or how little we spend, it is how we spend it.





# Don't put off quality

By Vera D. Hahn

This is a quality home. It happens to be an apartment. But that doesn't matter. What we are happy to see across the country is the growing trend for people—especially the young—to start off with the best. Apartments have traditionally been known as transient things. Why buy something good if you might be moving next week is the way the argument went. The same false philosophy moved to the suburbs. Why really decorate when we'll be transferred to who-knows-where when the promotion comes through? This is a philosophy we don't believe in. We don't believe that it's necessary to live with things that are badly made or badly designed any longer. You may not be able to afford some of the custom touches and detailing in which this apartment abounds but we hope you will adopt its owners' policy of living in the present. Unless you care about and are concerned with quality of workmanship and design *now*, you won't be in a position to do that great decorating job you dream about—*later*.

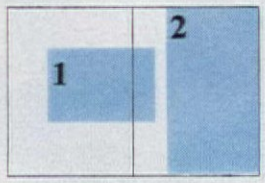


Putting off is not the way the Julian Falks of New York City like to live. For they believe in quality NOW, not when circumstances permit. Quality, to the Falks, meant space—lots of it. Large rooms, they argued, look more luxurious (and are easier and more pleasant to live with) than small ones. They asked designer Dolores Engle, of George Nelson and Co., Inc., to give them fewer rooms but larger ones, and she turned their six rooms into a four-room duplex.

Although you see many quality aspects in this apartment, its great appeal lies in the very fact that it doesn't shout quality—but lets you discover it slowly. It's unpretentious and natural but very sure of itself. This is not drop-dead decorating to stun the neighbors. This apartment expresses the Falks's true concern with and interest in the integrity of quality, taste, and design.

**1**

**Quality is the sum of many details: workmanship, proportion, scaling. Quality is the custom-made area rug . . . the heavy plate-glass top on the coffee table. Quality is the subtle use of square and cube shapes (furniture arranged in a square, around a square rug and a square center table). Quality is lining up the ceiling beam with the top bookcase shelf—the top of the bar with the third shelf.**




**2**

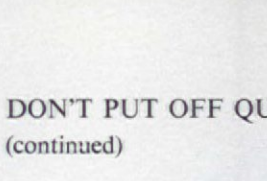
**Quality is accessories: their choice and placement. Notice how linen place mats echo color and shape of living room rug . . . the heaviness of the goblets which goes so well with the heaviness of the stoneware plates . . . the care with which the contents of china cabinet have been arranged . . . the lamp at exactly the right height for comfortable dining.**

Please turn the page





DON'T PUT OFF QUALITY
(continued)




# 1

Quality is comfort and convenience: it is having things at hand where you use them as in this master suite . . . it is good lighting, to read by in bed, to make up . . . it is having enough drawer space.

# 2

Quality is everywhere, not only where others can see it. The sewing table in bedroom was custom-made with pull-out wicker basket. Other end holds family files. Ironing board folds into its own cabinet.

# 3

Quality is simplicity: the flush, lacquered closet doors; the simplest, most functional of brass pulls . . . the solidity of the stair rail. Quality is craftsmanship: notice the fine detailing of the teak room divider: the gentle rounding of the uprights, the aluminum supports, and the well-placed bulbs.

# 4

Quality is doing something just because it's pretty, such as the illuminated, unpolished glass bathroom door with its thin frame that has one molding painted orange. Quality is sometimes unity—the closet doors throughout apartment match. Quality is using a piece by a name designer—a Hans Wegner valet-chair—where it's least likely to be seen, placed there just for your private pleasure.







Photographer: William Maris Shopping Information, page 100

# Quality is priceless

Quality has no price, and being priceless it demands the utmost in discrimination from you. This was not always so. Things were simpler when "expensive" was synonymous with quality and "cheap" was not something to boast about. Today, there are as many levels of quality as there are types of taste. We admire the exquisitely made objet d'art by master craftsmen as much as we appreciate the rougher, earthier charms of folk art. There are still those who cling to pre-machine-age standards of quality, believing that quality is always the victim of quantity. Although this is often the case, it is also true that there is real quality available in many mass-made decorative accessories and furniture.

Our taste has grown so flexible that we can accept anything from clinical to classical modern in furnishings; from pop to op in art; from mod to mad in clothes. In fact, we've reached a point now where our taste has outdistanced our feeling for quality and it is almost easier to find taste without quality than it is to find quality without taste. How do you acquire a feeling for quality? By caring enough to look for it and learning to know enough so that you'll recognize it when you see it. And by remembering that it is also your taste that permits you to choose the best quality within a given price bracket. To make our point that quality knows no price barrier, we've chosen two sets of objects. One collection is notable for economy (this page). The other is frankly high price (opposite page). Both have quality. The steel and bronze doré desk, for example, is a one-of-a-kind masterpiece that sells for $7500—the price of a luxury car. The chair, on the other hand, is priced at $12. Both are honest because without honesty there's no quality and no taste either. Something that is pretentious or pretends to be better than it really is automatically lacks quality . . . and a sense of good taste.



$3.50 a yard. This Art Nouveau printed cotton has a protective finish, is about 54 inches wide, and has sufficient body to be used for draperies, slipcovers, or upholstery. Bloomcraft.

$12.95 complete; $9.95 without socket or cord. A do-it-yourself hanging fixture of washable plastic that can be assembled in a variety of shapes by means of interlocking slots and grooves. Cosmo Light by Dan Light, Inc.

$11.95. The Viking chair is made of solid, clear birch. The back is pegged to chair frame. The seat is handwoven of natural colored cord in a traditional pattern. The chair is available at Furniture-in-the-Raw, New York, N.Y.

$8. Hand-blown vase, in a basic, narrow, cylindrical shape, has stout good looks. The heavy rim adds weight to the piece and gives protection to the top. Blenko Glass Co., Inc.

Photographer: Harry Hartman



$57 a yard, 72 inches wide. This 96 percent mohair and four percent cotton fabric was dyed and woven by Swaziland natives. It was exposed to the sun for ten years without fading. Jack Lenor Larsen, Inc.

$92.25. The wall-hung lamp is handmade of solid brass. Joinings are perfectly set so lamp will never sag. Three-way switch is ivory, a slender square brass tube hides the cord. Hansen Lamps.

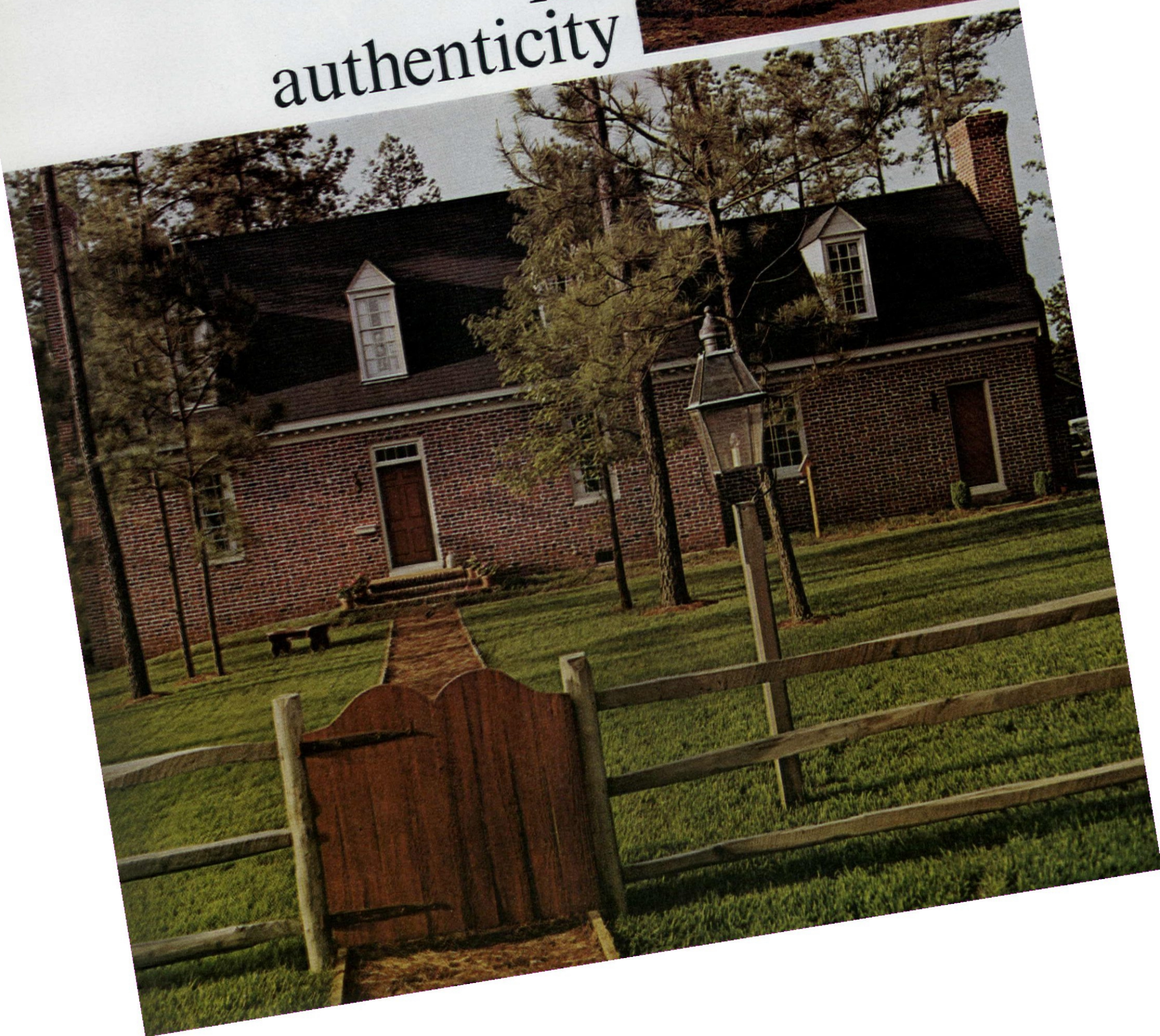
$7500. It takes six months to make a satin-finish stainless steel and bronze doré (18K gold) desk like this. Fourteen legs were precision hand-tooled before four perfect ones were achieved. Drawers are suede lined. By John Vesey, Inc., New York, N. Y.

$300 a dozen. Baluster-stem goblets of finest lead crystal are hand-blown. Rings are from molten glass, proving piece was not cast in mold. Goblet is signed, comes in flannel bag, and may be returned to factory for polishing. Steuben Glass.

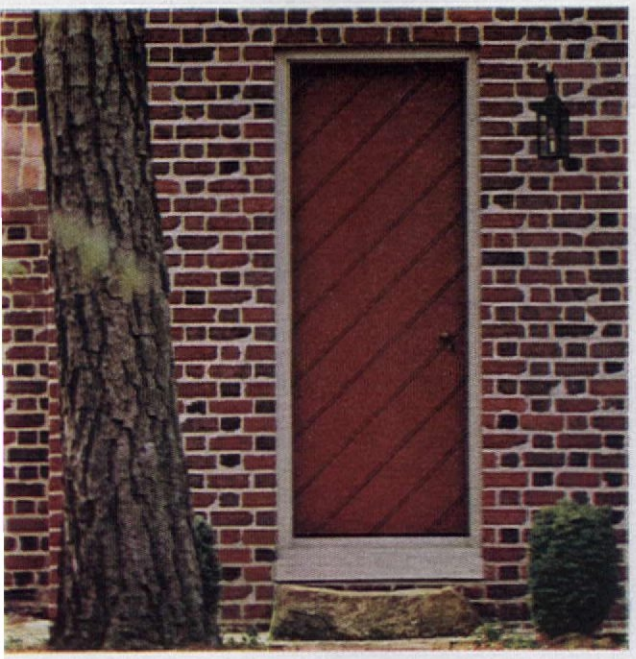
# Search for authenticity



Massive chimney and narrow dormers are typical of Williamsburg style. Note dentils on cornice.



Red door with slanted boards is set off by the stone step and the bricks made with an aged look.



Wooden gate, copied from one in Deerfield, Mass., swings shut with ingenious ball-and-chain device.



Owners found and had restored antique wooden lock with metal fittings. Keys had to be made to fit.



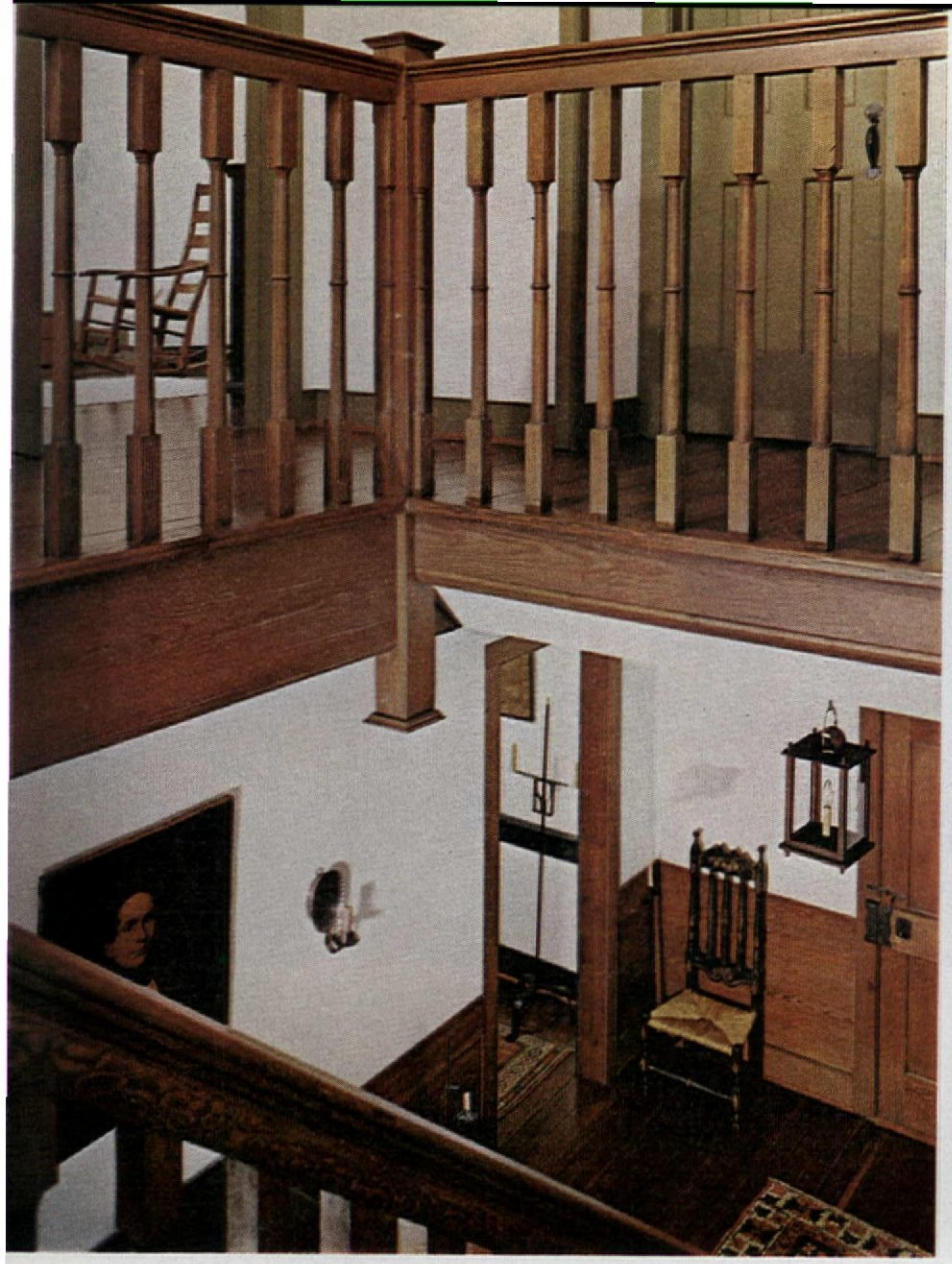
**BLUEPRINT #102 SEE BLUEPRINT AND STUDY PLAN ORDER FORM ON PAGE 160**

Many houses are sold today on the strength of the label "Colonial" whether they deserve it or not. But this one, located outside Raleigh, North Carolina, is built in the true spirit of an early 18th-century house in Williamsburg, Virginia. The quality of any re-creation depends on how closely the details of the original are followed. The owners, Mr. and Mrs. V. C. Medlin, spent years planning the house and buying old materials to use in the construction. Everything here, down to the nails, is as nearly like its prototype as possible. To insure that the chimney details were accurate, Mrs. Medlin counted the rows of bricks in photographs of the original and made sure the workmen duplicated this in her house. Paneled doors; wide, well-worn floor boards; wrought-iron hinges; and wooden locks were salvaged from an old house in Virginia built about 1740. Another house, built between 1780 and 1790, yielded long, hand-hewn beams and more floorboards to use in the Colonial re-creation. Weeks of work were necessary to remove two centuries of paint from the old boards. They saved the old square-headed nails. Since there weren't enough of them, one of their carpenters heated new nails in a fire and hammered the heads down to match the antique ones. Paneling for the kitchen was obtained by buying some of the original pews in an old church being remodeled. They ran out of pews halfway through the job and had to track down the rest that had been sold to people all over the county. But all the work was worth the effort. Their house is true Southern Colonial. And as a result of their zeal in collecting authentic furnishings for the house, they had enough left over to start their own antique shop, Meeting House Antiques.

Please turn the page

This wooden door latch with leather thong is used on interior doors and is typical of Colonial days.





View from stairwell shows the fine woodwork, wide-board floors, wainscoting, and carved banister posts. Much of wood was salvaged from old houses.

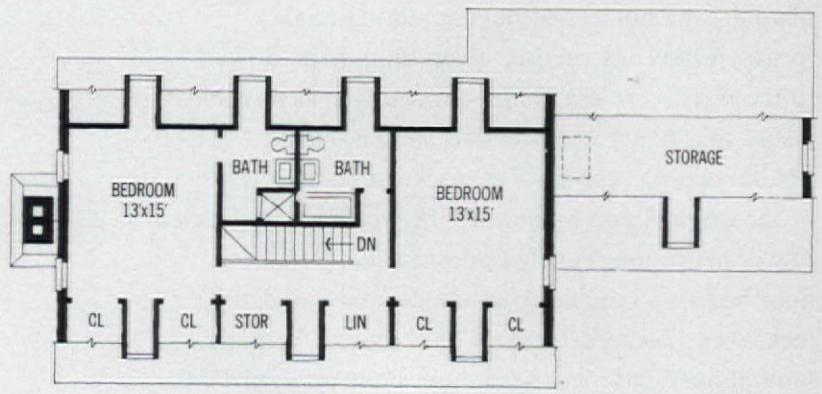
The hutch in the dining room displays matched sets of pewterware. Furniture is a mixture of antiques collected by the owners over a period of 24 years.



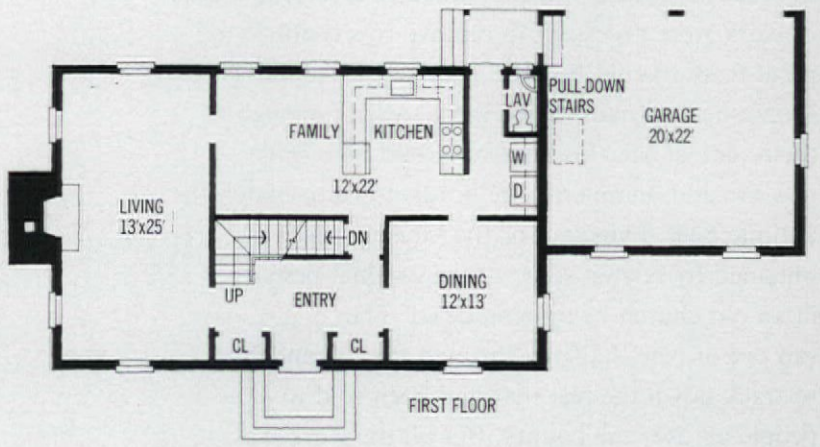
Photographer: Taylor Lewis Information: Joanne Young

Since it would be impossible to exactly duplicate the house that the Medlins spent years collecting materials for, we are offering our own version of this type of traditional house. It is designed so anyone can build it with available materials. The exterior is similar but the plan has been somewhat adapted. We've shown the version with two bedrooms, but an alternate plan with three is available. To order either Blueprints or Study Plan, see coupon on page 160.






SECOND FLOOR




FIRST FLOOR

Carved bedstead is seen in background in this view across second-floor hallway. Note hanging lanterns.

Bedroom has ceiling molding and chair rail. Canopy of fourposter bed complements antique bedspread.

The fireplace paneling and shutters are painted light blue with a black glaze over them for aged effect. The plastered walls were given an authentic rough texture by mixing molasses in the plaster before applying it. In brick houses, shutters were installed inside the window instead of outside, as was done on the old frame houses.











Photographed by Harry Hartman at Sawdust Gallery, N.Y.C.

# The best in stitchery

**By Dorothy Lambert Brightbill**

Fine stitchery is as much an art form as fine painting. While it naturally uses a different medium of expression, its excellence is judged by the same qualities looked for in a painting—good composition, texture, skillful use of the materials and color, to name a few. The collection of contemporary stitchery shown here is a superb example of such artistry, and we hope it inspires you to try creative and fascinating needlework.

These "paintings" were designed and executed by Diantha Fielding, a young Californian who brings fresh, new interpretations not only to the design elements but to the stitches themselves. The appliqué and use of high and low relief shows imagination and perfect handling of a variety of stitches. While there is a certain amount of free form to each composition, it is never indecisive. The bold stitches and the use of heavy yarns, cords, and flosses give sharp definition to each subject. And the variation in this definition is fascinating . . . from tufts and tassels on the owl to pomponlike clipped wool on the colored floral. The delicate beading on the white butterfly contrasts with the padding and heavy-stitched lines that highlight the full-blown white tulip.

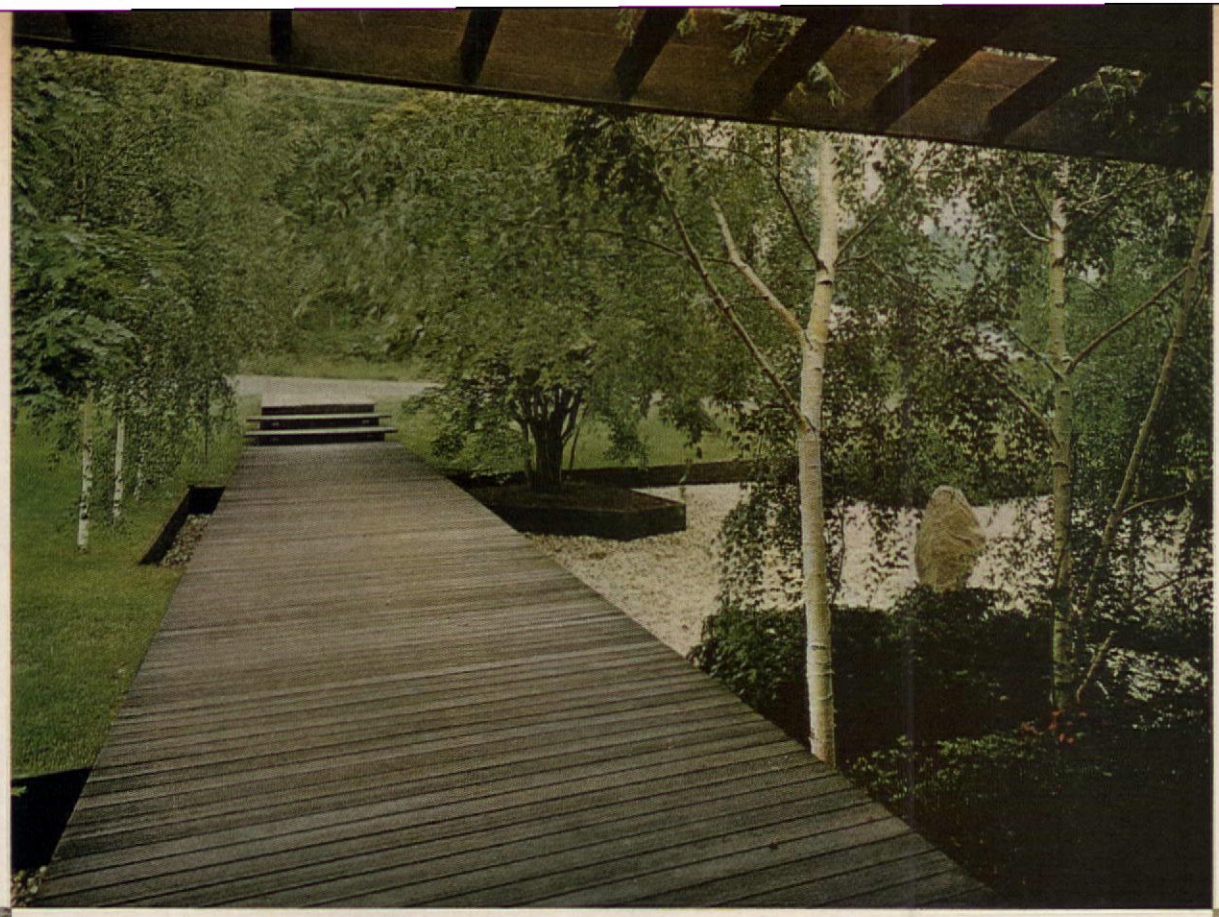
Collecting original art is a rewarding pastime. But creating your own collection is even more satisfying—try it!

By Evanthia Kondonellis

# The fine art of landscaping



The problem of a good garden is essentially one of how to be you though landscaped. It's not difficult—design one that will be an attractive setting for *your* house and *your* outdoor life. So many landscapes are banal because they repeat what everyone else is doing without reference to individual taste. Others fail because they emphasize style rather than livability. No matter what the inspiration for your design—Japanese, Spanish, or French—capture the mood but borrow only what you can make your own. Our pictures show a garden that was translated from the Japanese to enhance a contemporary home set back on a suburban street. Unlike classic Japanese landscape art, the approach to the house is direct—no winding stepping stones to negotiate! Transitions from one area to another are clearly defined with wood or stone edgings to eliminate the tedious hand tending that goes with the subtle area changes typical of Japanese gardens. The handsome stone garden means there is so much less lawn to care for. Coarse gravel was used instead of the usual sand, which requires frequent raking. There is a large deck shaded by tall trees at the back of the house for alfresco dining in privacy. With a commonsense plan and a personal approach, the home owners have made a garden that's fresh, functional, elegant. The moral? A good design makes a good garden only if it reflects your own point of view, your way of life.



Landscape Architect: James Rose  Photographer: Harry Hartman

In the pictures above and on the opposite page, left, you can see that the house is below the level of the street. Instead of the conventional filling and planting, a wide bridge was built on pillars, from street to front door, across a sea of gravel. A maple is displayed as a worthy object in an irregularly shaped, raised bed. Birch trees sway on the lawn, and shade a long, low bank of azaleas by the front door.

Large stones, opposite right, related to the gravel in color and texture, give the effect of abstract sculpture and break the expanse without disrupting its unity and essential repose. This is a low-maintenance solution that raises function to the level of art.





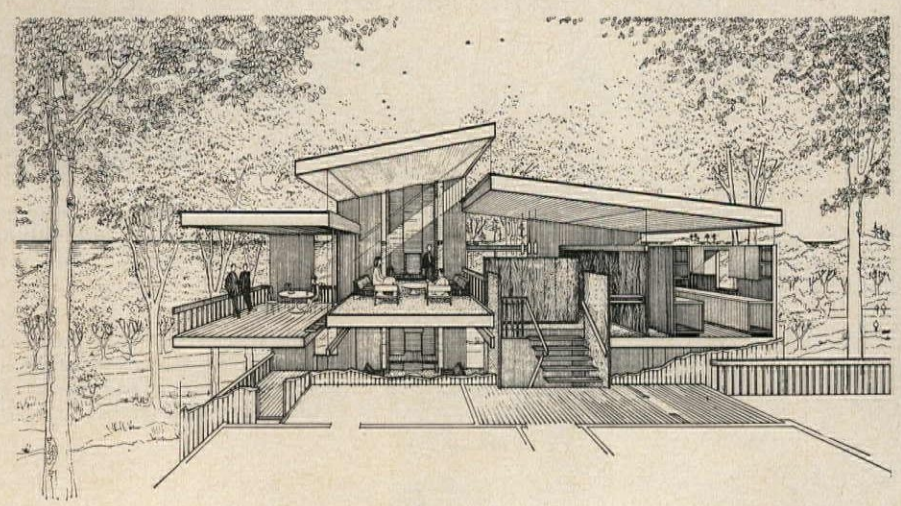
Under branches of the maple stands an exquisite Kuan Yin. She is illuminated at night. In winter the garden resembles a Japanese brush painting: bare branches in dark outline against the sky and snow.

The house itself is built around an inner private garden, an atrium large enough to accommodate a mature maple and birch trees, and several late blooming azaleas that provide bright color in June.

Alan C. Borg

# Bonuses in good design

In this house, as in any well-assembled object, the whole is greater than the sum of its parts. Good design accounts for the difference. The architect, Bruce Arneill, A.I.A., of New Haven, Connecticut, took the elements found in many ordinary houses and made something outstanding from them. The building materials are standard stock items, available anywhere, used here to good advantage. The skillful handling of these common materials rather than the choice of rare and expensive kinds is one of the hallmarks of quality in architecture. The plan is a sophisticated version of the familiar split-level. The parents' floor is the middle level and has a flat roof (not visible in drawing below). The two-story section (see drawing) houses the children's area on the lower level and the area shared by the whole family on the upper level. The house clings to a heavily wooded rocky hill overlooking Long Island Sound. The owners wanted to enjoy the feeling of being among the treetops so the living room is elevated a few steps above the dining room. It gains prominence and an apparent isolation by this simple device, although there is no solid partition between it and the dining room. For sunlight and a view of trees, there are clerestories at the sides of the living and dining rooms, under the two slanted roofs. A wall of glass divides the living room from the roofed deck outside. There are four large decks in all for enjoying the outdoors. Interior lighting was designed with dimmer controls to provide a changing atmosphere in the evening at the turn of a knob. Quality is often intangible, something felt and perceived but hard to pinpoint or describe. In this house, though, it is something very tangible, manifested visibly in these fine details and extra touches that could be called bonuses of good design.





Information: Alma McArdle Photographer: William Maris Landscaping: Douglas MacLise Designer: S. H. Hall, N.S.I.D.



This side of the house, facing the water, shows the two main masses of the house, each with its deck. All the decks were designed so they could later be enclosed as rooms, yet still allow light to enter the interior rooms through the clerestories. The lower deck at the left, outside the family room, has platforms leading to the ground. The house is situated so windows, decks avoid view of neighboring houses.

Please turn the page



Brick fireplace with decorative ribs and hearth ledge suits the rustic character of the site. A glimpse of trees is seen through narrow strip windows beside fireplace. Covered deck is a few steps below living room. Main structural walls of the house are of cedar siding, inside and out. Nonload-bearing walls are of fir tongue-and-groove flooring, inside as well as out, stained to contrast with the cedar.





Living room overlooks dining room. Whole upper floor opens up for easy entertaining. Partition between dining room and kitchen (rear) is bifold doors.



Dining room with deck for alfresco eating has slat banister by living room. Partition with planter, an architectural extra, is actually storage wall for china and glasses, hidden behind the folding doors.

# The pleasures of paisley



You don't have to be Indian to enjoy paisley. Paisley, the go-with-everything pattern is here in a very big way for all to enjoy. Paisley can pattern your whole house, from the floor up, or it can provide one intense touch of design and color. Deservedly popular, it brings with it more than a hint of the mysterious East. Persia was its country of origin but its name comes from the small Scottish town where Indian shawls were copied so beautifully in the 19th century. The characteristic paisley motif is a stylized pine cone to some; others claim it's mango shaped. While all paisleys are perfect with the bamboo furniture shown on page 58, paisleys such as the blue-green one on our pavilion walls are traditionally correct with Early American and Colonial rooms. Two of our paisleys are modern (the black-white print and the colorful yellow one). The orange-white paisley on the square divan pillows is ideal with French Provincial, and the orange-purple paisley that frames our pavilion entrance has turn-of-the-century overtones.

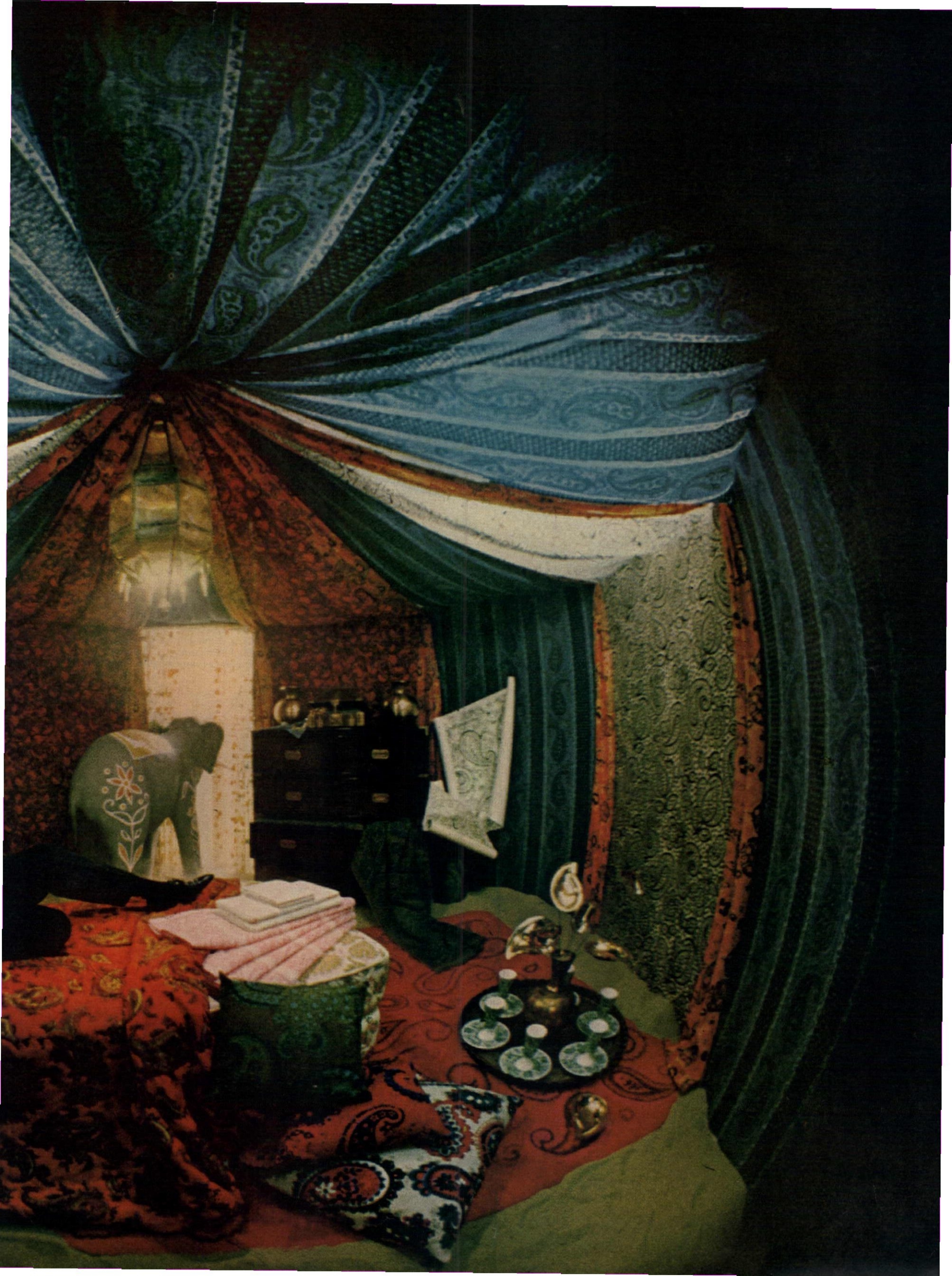
PAVILION: Beginning with the bead-curtained entrance way to tent and going right: Yellow cotton paisley is Lancer by Tiger Fabrics, $1.50 a yard. Red-purple cotton paisley is Tabriz by Everfast, $4. Blue-green paisley is Cyrus Clark's cotton Baroda, $3.50. Black-white paisley is Casbah, a Bemberg rayon and Dacron sheer by Cohn-Hall-Marx, $4.

FLOOR: Acrilan area rug is French Paisley by Cabin Crafts, 6x9', $340. On the brass tray, cups and plates in green Paisley by Charles Martine; cups $3.50, plates $2. Paisley bouquet was made from two sizes of brass ashtrays by Mottahedeh, $5.50, large; $2.50, small. Paisley-printed linen pillows by Vefa, Inc., are $12.95, large; $6.95, small.

DIVAN: Persian Paisley mattress and box spring set by Englander is $200. Pink-and-white Paisley sheets and pillowcases by Lady Pepperell. Twin-size top and fitted bottom sheets are $3.99 each; pillowcase, $1.60. Pink towels by Callaway Mills, bath size, $3. Kashmir quilted bedspread is $89.95, twin size, by Nettle Creek. Sari silk pillows by Bloomcraft are $10 each, the purple piilow by Desley is $5.95.

CAMPAIGN CHEST: Spilling from the brass and wood dowery box, paisley-printed Belgian linen napkins, 80c each (tablecloth, $7, not shown) by Vera. Blue-olive chevron-striped towels are by Stevens Utica, $3. From Arthur Miller, a hand-painted paisley tin umbrella stand from Mexico, $45. Black-and-white wallpapers: Stockwell's paisley is $15 a roll, Imperial's Paisley (lower), $4.95.

Set designer: David Scoggins
Photographer: Ira Mazer
Prices approximate
Shopping Information, page 100



By Virginia T. Habeeb

# 50 ideas* in one kitchen

Warm yet functional—that's the key to quality in kitchen planning. We designed our Young Idea Kitchen in order to show you just what we mean. This is a kitchen for a woman who loves to cook, who cares about where she cooks, and because she cares, her kitchen goes beyond the ordinary and becomes an extension of her personality. This is a kitchen where everything—the plan, the materials, the decorative accessories—works together to bring out that warmth so necessary in a quality kitchen.

It's more than a "kitchen proper." It includes an indoor barbecue, a laundry center, a desk, a snack area, complete storage facilities, and a cozy corner for relaxation. It's chock-full of ideas meant especially for the woman who's young at heart. She is a woman who has the courage to brighten her kitchen with lively colors and gay wallpaper, to combine a print with a plaid; she's endowed with the creative spirit to investigate the use of handsome, lacquered butter molds for cabinet hardware, use latticework to enclose a restful nook; she has the irrepressible urge to comb antique shops for finds such as a carved cookbook "stand"; and the sensibility to demand up-to-date materials that are serviceable as well as beautiful, handsome, yet easy-care—the vinyl flooring, for example. But most of all, she has the desire to make her kitchen a place she'll enjoy.

We doubt you'll reproduce this kitchen as is (though we'd like to think you would). But we do hope you will copy some of these ideas and adapt them to your own special desires.

Our Young Idea Kitchen was decorated by *American Home* Decorating Editor, Vera D. Hahn. It was built in cooperation with the Southern California and Southern Counties Gas Companies as their display kitchen at the Farmer's Market, Los Angeles.

*If you can't spot them all here, please turn to page 151.*

Please turn the page



**Bake center has organized storage and special counter features—insert for hot pans, slide-out shelf drawers.**



**Soup, salad, and sandwich center works overtime for freezing and food storing.**

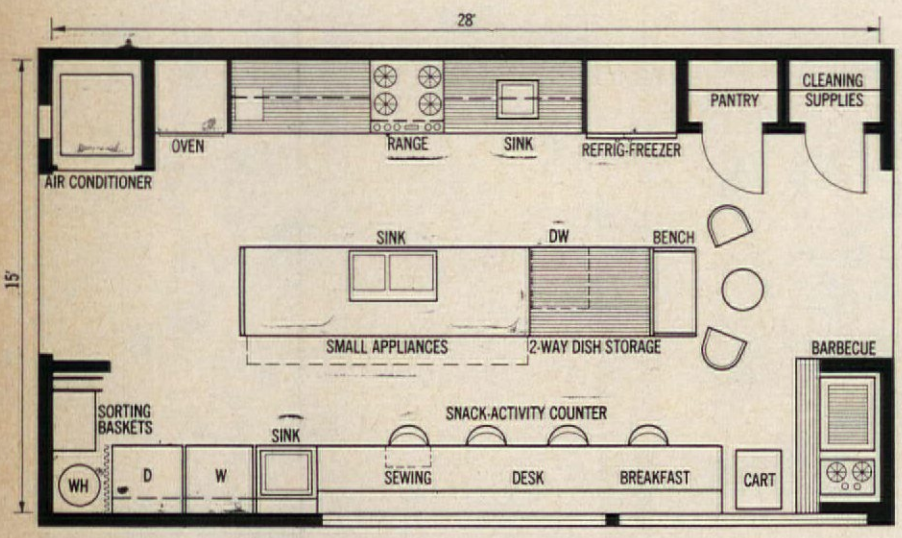
Photographer: Horst Ahlberg

**COOKING AND FOOD PREPARATION AREA—the heart of every kitchen—tells the story of the way you cook. Here, practical hard maple chopping block counters are "decorated" with favorite herbs, spices, cooking staples, while everyday gadgets and utensils hang within easy reach from ventilating hood over the range.**





**SNACK-ACTIVITY COUNTER. Enclosed shelves above snack counter turn it into a multipurpose activity area (as you see to the far right). Practical tile walls in the barbecue become a focal point of interest when a decorative tile design is added. Another great idea for the barbecue is a two-burner cook top to supplement gas-fired barbecue unit.**




Start with a good kitchen plan. Then take off from there and add your choice of appliances, materials, and accessories. Quality in kitchen planning includes (1) functional use of all the space available and (2) related work areas so that the work flows easily from one area to another. Keep in mind that you need comfortable working heights, adequate and convenient storage facilities, and plenty of counter space to spread out.

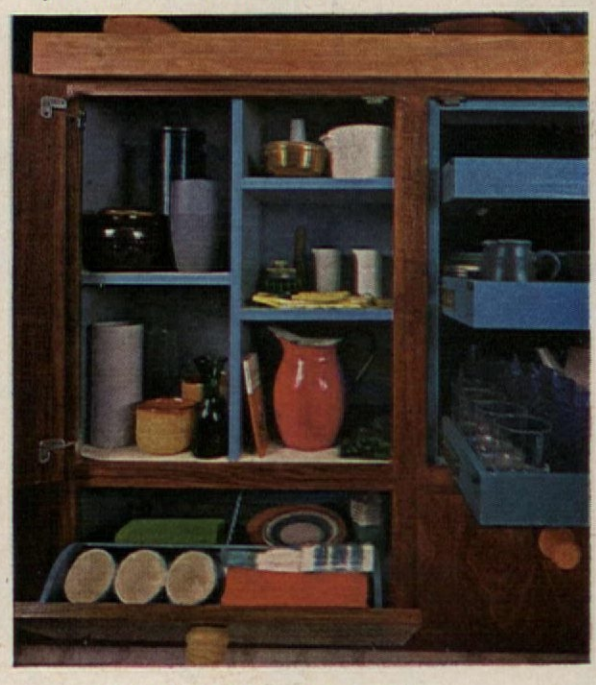
**CLEAN-UP AREA PLUS. In addition to serving as the clean-up area (with double-bowl sink and cutting board with opening to complement garbage disposer), center island separates that work area from the rest of the room. Dishwasher is raised for easier accessibility. Broken counter heights combine hard maple and glazed ceramic tile counter materials.**



**Two-way sliding shelves are a great plus feature for storing dinnerware and serving dishes.**



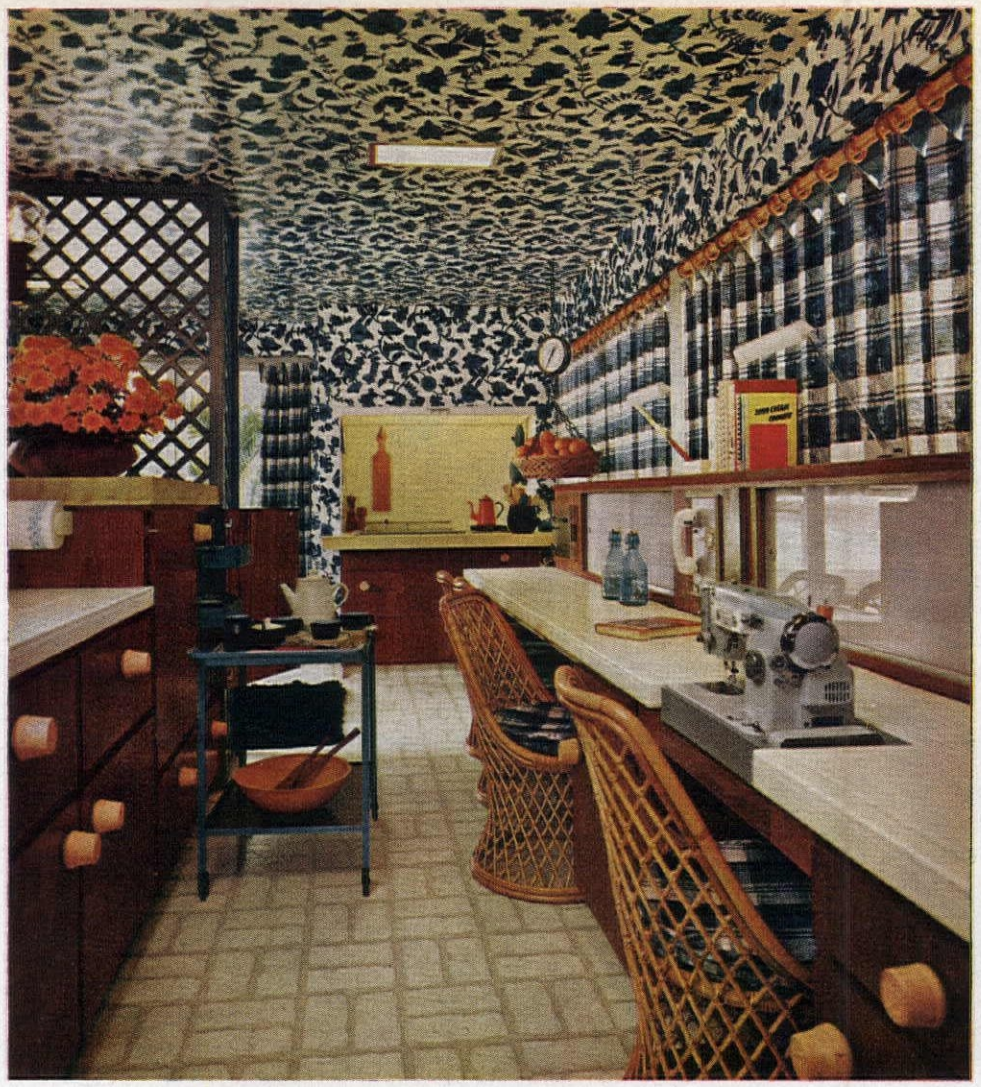
**Storage space behind dishwasher is compartmented for vases, etc. Raised counter is ideal flower arranging area. Paperware is stored below.**





**Small appliances, used where they're stored, turn this into a unique second cooking center.**

Shopping Information, page 100





Removable counter insert leaves enough room so sewing-machine base fits flush with counter top. With insert in, counter is gift-wrapping area.

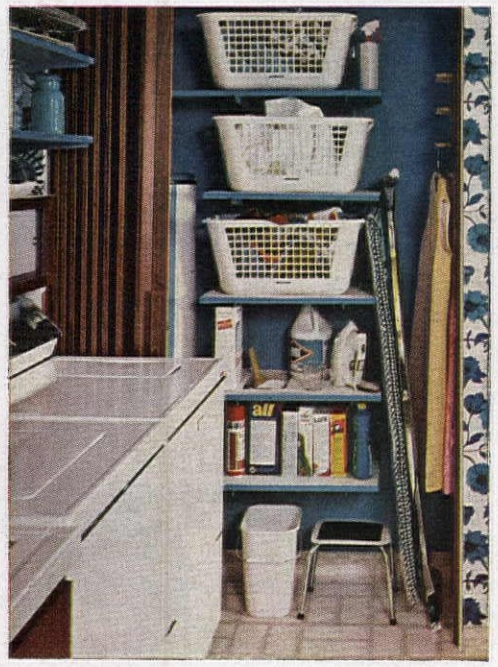


It didn't take much to equip a small corner of our snack counter with the necessities for breakfast.

**LAUNDRY CENTER.** This compact yet complete laundry could be a part of your kitchen, clutter room, or other area in your home. Laundering is extra-easy when you've got the facilities to sort, pretreat, wash, dry, stack, and iron—all in one place.



How to handle the before and after of a laundry load. There's a water heater hiding behind these attractive accordion doors too.




Above the sink—a special spot for stain removers and a bulletin board for hangtags.




Pantry and cleaning closet is the ultimate in storage. Turntables, stacking units, and pegboard side walls get the most from the space that's available.



# SO YOU'RE LEARNING TO COOK

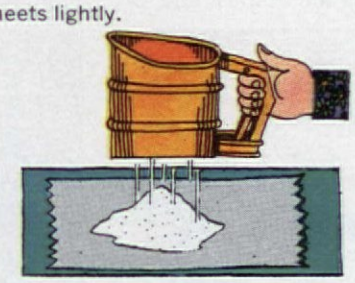


**What could be more fun than making a batch of cookies on a crisp fall day? You won't be able to resist these Old-Fashioned Sugar Cookies. You'll be nibbling them before you let them cool! Serve with a cup of rich, chocolaty cocoa for a perfect after-school or before-bedtime snack for friend and family.**

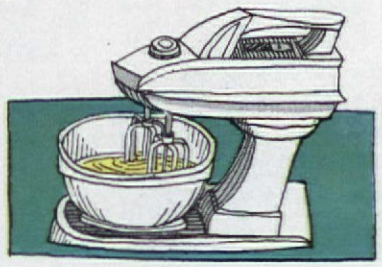



3½ cups sifted all-purpose flour
2½ teaspoons baking powder
½ teaspoon salt
1 cup soft butter or margarine
1½ cups sugar
2 eggs
3 teaspoons vanilla
Granulated or colored sugar
Butter or margarine

1. Heat oven to 400° F. Grease cookie sheets lightly.

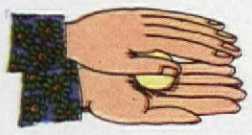


2. Sift flour, baking powder, and salt onto a piece of wax paper.

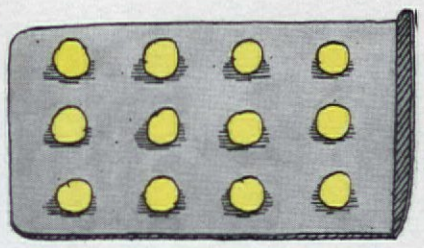


3. Put 1 cup butter or margarine, 1½ cups sugar, eggs, and vanilla into a medium-size bowl. Beat until light and fluffy.

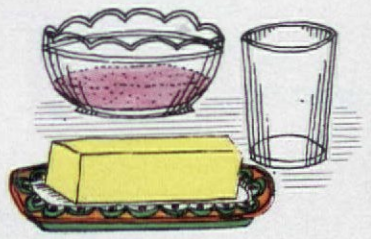
4. Add the sifted, dry ingredients a small amount at a time, blending thoroughly after each addition.



5. Pinch off a smali piece of dough. Roll between palms into a ball about one inch in diameter. Place on cookie sheet.

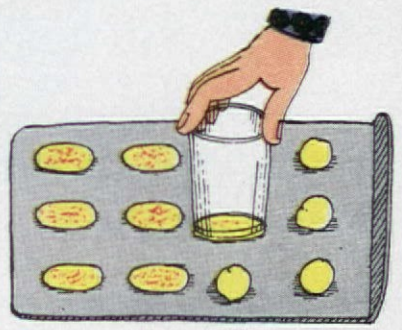


6. Repeat pinching and rolling dough, placing balls about 2 inches apart on cookie sheet.



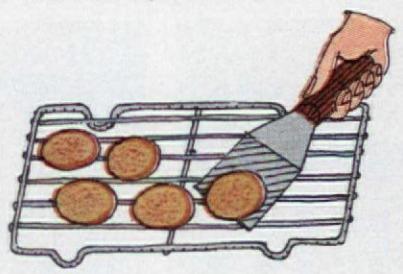
7. Put granulated or colored sugar into small bowl or a 10-ounce custard cup.

8. Butter bottom of water tumbler lightly.



9. Dip tumbler in sugar and press balls of dough down carefully until they are about ⅛ inch thick.

10. Bake 10 to 12 minutes or until edges of cookies are golden brown.



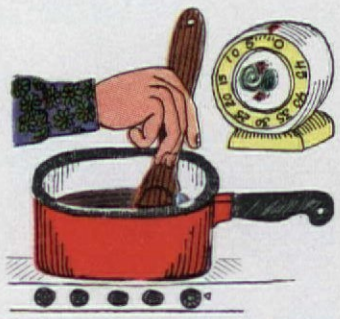
11. Remove from cookie sheets with spatula and carefully place on wire cake racks. Cool thoroughly. Makes about 4 dozen cookies.




¼ cup cocoa
3 tablespoons sugar
Dash of salt
⅓ cup water
3 cups milk
Marshmallows, peppermint sticks, or whipped cream




1. Mix cocoa, sugar, and salt in a medium-size saucepan. Stir in water slowly, blending ingredients to keep smooth.



2. Cook over medium heat, stirring constantly, until mixture comes to boiling. Boil 2 minutes, stirring constantly.

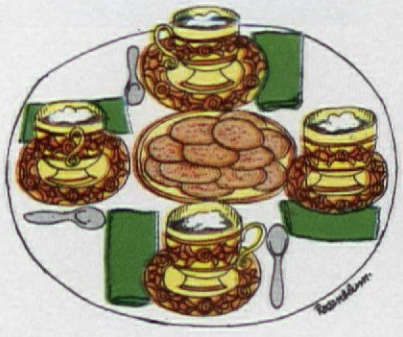


3. Remove from heat. Stir in milk slowly.

4. Return to heat. Cook just until bubbles appear around the edge of mixture. Do not let the cocoa boil.



5. Pour cocoa into cups. Put a marshmallow or peppermint stick in each cup or top each with a spoonful of whipped cream. Makes 4 servings.



# Top-stove meat loaf

## New way to make a juicy tender loaf with Campbell's Soup



1. Mix (see recipe). Shape into loaves.



2. Brown on both sides. Cover and cook.



3. Top with rest of soup—finish cooking.

### TOP-STOVE MEAT LOAF

Quick, easy, hearty main dish

- 1½ lb. ground beef
- ½ cup dry bread crumbs
- 1 can (10¾ oz.) Campbell's Tomato Soup
- ¼ cup finely chopped onion
- 1 egg, slightly beaten
- 1 tsp. salt
- Generous dash pepper
- 1 tbsp. shortening
- ¼ cup water
- ½ tsp. prepared mustard
- 2 slices process cheese, cut in half




*Thoroughly* mix beef, crumbs, ¼ cup soup, onion, egg, and seasonings. Shape *firmly* into 2 loaves; brown on both sides in skillet in shortening. Cover; cook over low heat 25 minutes. Spoon off fat. Pour remaining soup mixed with water and mustard on loaves; top with cheese. Cook 10 minutes, uncovered. 4 to 6 servings.

**Oven Method:** Mix and shape as above. Bake at 350°F. for 40 minutes. Spoon off fat. Pour remaining soup (omit water) mixed with mustard on loaves; top with cheese. Bake 5 minutes more.



For 608 quick, easy, delicious recipes, get "Cooking With Soup"—the 200-page Campbell cookbook. Send 50¢ and 3 Campbell's Soup labels to: Cookbook, Box 931, Maple Plain, Minn. Offer may be withdrawn at any time. Void if prohibited or restricted by law.

# Quality

(continued from page 46)

most new houses today, and it might cost you ten percent down, or $2000 cash. You intend to pay the remaining $18,000 by means of a six percent 25-year-mortgage loan. This will run you $115.98 a month for interest and principal payments.

Now, suppose you tell the builder you want the same house, in terms of design, but that you want it built with better-grade materials and equipment—a better heating plant, more insulation, better kitchen and bath fixtures, and other items which we'll discuss later in more detail. The house price will go up about $2000, bringing the total sales price to $22,000. But this doesn't mean you have to produce that extra $2000 at the time of sale. For your ten-percent down payment will now come to $2200—only $200 more than before. And, with a six percent 25-year-mortgage, you'll pay the remaining $19,800 at the rate of $127.58 a month—$11.60 more per month than for the house built with minimum materials.

### WHY YOU CAN ACTUALLY SAVE

But after you move in, your average monthly operating and maintenance costs can run $23 less with a quality house than with a minimum house—more than offsetting that additional mortgage bite of $11.60. Here's a breakdown of these figures:

| Estimated annual savings on upkeep, maintenance, and replacement with a quality house | |
|---|---|
| Fuel and heating bills | $60.00 |
| Painting, refinishing | 75.00 |
| Water heater | 20.00 |
| Electrical work | 20.00 |
| Misc. repairs | 100.00 |
| Total yearly savings | $275.00 |
| Total monthly savings | $22.92 |

Obviously, these are average figures. The actual savings for a specific house will vary according to such factors as building and labor costs in your area, type of house, how much repair work you do yourself, climate, and so on.

Also, some of the savings will not be realized immediately as they result from a roof lasting longer or a water heater lasting 10 to 15 years instead of five. But some savings will show almost immediately. As shown in the above chart, heating a better-insulated house can run $60 a year less ($5 a month) in an average northern climate. A really well-insulated house of up to 1500 square feet can, in fact, be completely heated and air conditioned nearly anywhere in the U.S. for about $160 a year.

In the South, you save much less on heating. But you can save on air conditioning in two ways: Your operating cost will be moderately lower. But more important is the fact that you can buy a smaller air conditioning unit—usually a full ton smaller.

Then, of course, you'll be spared a number of minor carpentry, repair, and maintenance bills that have a way of piling up during the first few years. Faucet washers won't need replacement, the dry basement won't need dehumidification, floors will need less attention, sinks and tubs will be easier to clean.

### WHY HOUSES AREN'T BETTER BUILT

Inevitably, in discussing the minimum versus the quality house, the question arises: "Why aren't all new houses built of the highest quality materials?" Seeking the answer, we get into some very complex aspects of the interaction between home builder and home buyer.

Home building is a competitive business, which puts heavy pressure on the builder to keep his prices under or close to those of his competitors. If using some materials which are serviceable, rather than top flight, helps him do this, well. . . .

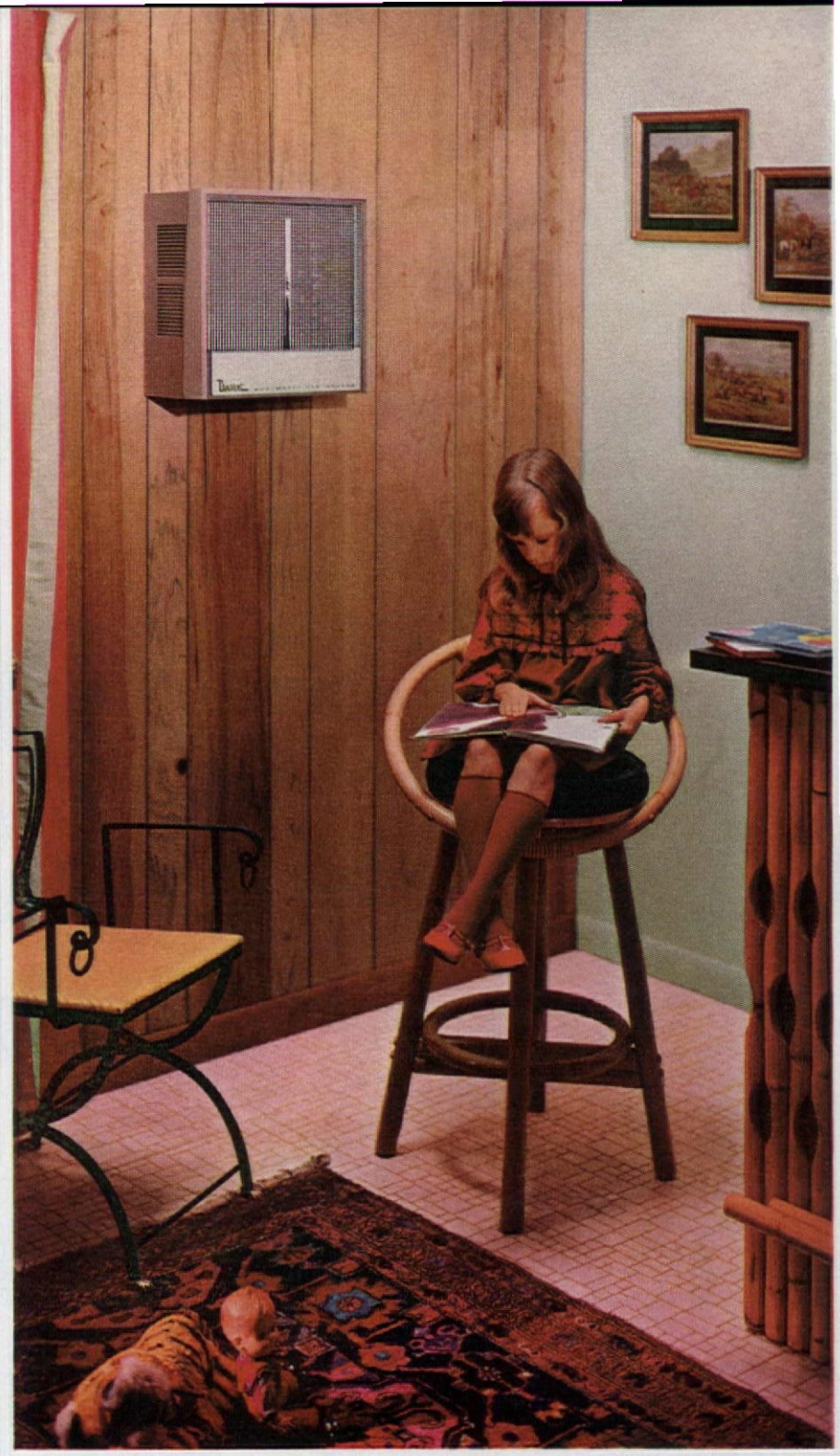
But a good part of the blame belongs squarely on the shoulders of the average home buyer. Too often we are overly conscious of price. If two houses appear similar, and one is lower priced than the other, we often jump at the lower price. Maybe it's the right choice and maybe not. We should really decide only after reading nameplates on furnaces and water heaters, or finding out just what kind of flooring and what kind of windows we're getting. When it comes to features—an extra bathroom, a nicer family room, etc.—we're willing to spend. (See A Fresh Look at Development Housing, March, 1966.) The benefits of better materials and equipment aren't always obvious, so we force the builder to compete in terms of price and extra features rather than quality.

Further complicating things is the fact that the average buyer is simply not the best judge of construction. He may insist, for example, that any home he buys have studs spaced on 16-inch centers, while 24-inch spacing might be more than enough. Or, he may feel that 2x10 floor joists are absolute minimum. He wants a solid floor. Fine. Except that 2x8s might be more than adequate for the job. Thus, a quality-conscious buyer can end up misplacing his demand for better construction.

Incidentally, this misplacement is one reason why builders are slow to accept new, more efficient construction techniques. Having seen homes built a certain way for years, many people balk at a new technique or material. The builder who is too quick to innovate runs the risk—or feels he runs the risk—of scaring people away. But we feel constrained to add at this point that some builders are also guilty of overconservatism.

Local building codes and even FHA minimum standards have also had an effect, sometimes specifying excessive



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Suburban Natural Gas Co., Inc.
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BAYONNE
Bayonne Plumbing Supply Co.
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ELIZABETH
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FAIRVIEW
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**VERMONT**
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design strength that wastes part of each construction dollar while accomplishing nothing.

Thus, when you get right down to it, the reason top-grade materials are not universally used is simply that too few people inside and outside the building industry have sat down and decided just what quality is, where high, rigid standards are important, where they are unrealistic, and so on. In short, it's a confusing situation.

## QUALITY EVEN PAYS FOR THE SHORT TERM

There is a type of home buyer who says, "Why should I worry about quality when I'm going to move in five years anyway? You don't start getting hit with major replacement bills until about that time."

A cynic of this type might benefit from a look ahead. Suppose the local used-house market dries up in five years? To avoid taking a loss, you must keep your house three or four years more. Or, you might simply decide to stay put. The extra money spent on quality will really pay off then, won't it?

But there's still more to it. With the country having eased its shortage of houses, you can no longer count on a significant rise in the value of your house. And depreciation is again taking its gradual toll of many existing houses. Under such circumstances, a house in good condition tends to maintain its value better than one that's a bit run down.

And don't overlook the fact that a quality house puts you in a strong resale bargaining position. Any sensible buyer looks at your heating bills or at least asks about them. And pointing out that a costly appliance or machine still has five or ten years to run on its guarantee is bound to help. The same can be said of a fresh-looking paint job, and a gleaming hardwood floor that looks brand new.

## HOW TO BUY A QUALITY HOUSE

Assuming that you're now convinced, how do you buy a house built with better-grade materials?

Unfortunately, it's not so easy. If you buy a custom-built house, it's fairly easy to work with your builder in selecting better-grade materials and equipment. If you commission an architect, he'll handle contact with the builder and will generally specify better-grade materials as a matter of course.

Your biggest problem is likely to come in buying from a model home. In this case, go through the model and examine lists of materials and equipment. Then tell the builder which items you want upgraded. At this point, he may or may not balk. With large-volume builders, options might be difficult to come by, since they purchase supplies in large quantity and follow rigid construction schedules. Suiting your individual needs might be too disruptive. However, many builders today are receptive to changes from the original model. So, what it boils down to is a matter of individual negotiation. Try one builder, if he says "nothing doing," try someone else. Homes are not selling briskly right now, and your chances of finding a receptive builder are better than usual.

## QUALITY FEATURES TO LOOK FOR

1. **Heating.** Extra insulation, tight windows, and a really good heating system can save you more money than most other quality features. For optimum results, ceiling insulation should be marked with an R value (resistance to heat leakage) of at least 19. For walls and floor of a nonbasement house, the R values should run 11 and 13, respectively. (No floor insulation should be needed over a basement.) That's the minimum to accept in a cold climate or in any climate with electric heat or central air conditioning. In a temperate winter climate, a compromise to R values of 13, 8, and 9 respectively won't hurt much. But don't compromise if you have electric heat or central air conditioning.

A forced-warm-air heating system should be installed according to the Silver Shield standards of the National Warm Air (continued)

(continued) Heating & Air-Conditioning Association. Among other things, the furnace should come with a ten-year warranty and the system should have a good humidifier. For complete control of the air, check into an electronic air cleaner.

A hydronic-heating-system boiler made of cast iron should bear an IBR (Institute of Boiler & Radiator Manufacturers) rating on the name plate; a steel boiler should have an SBI (Steel Boiler Institute) rating. In general, a cast-iron boiler often lasts longer than a steel boiler, particularly if you have hard water.

Electric heat units should carry the UL (Underwriters Laboratories) seal. The system should be installed according to the standards of the National Electric Manufacturers' Association (NEMA). If baseboard heaters are used, the medium- or low-density type is best. A humidistat should be wired to the kitchen exhaust fan to prevent build-up of excessive moisture in the house.






2. **Kitchen.** It pays to have your builder install as many cabinets and work counters as possible. Counter tops should be of a material that's durable and easy to clean—such as ceramic tile or plastic laminate. A chopping block surface is very convenient. Brand-name cabinets with a durable finish are recommended. If you buy steel units, make sure they are of a fairly heavy gauge of metal. Drawers should move smoothly on steel slides, preferably with nylon rollers. A quiet and efficient vent hood over the range is almost a must.

3. **Bathrooms.** Here, and in the kitchen as well, good fixtures and faucets make a big difference. If you get a brand name, you will usually get quality in any price bracket. Since the price brackets range considerably, check out the features carefully to be sure you are getting what you want.

Lavatories come in a variety of sizes and colors and there is a trend toward a separate washbowl in the bedroom grooming area. As far as toilets are concerned, check into the wall-hung and the quiet-acting types. Niceties include options that prevent tank from "sweating" in humid weather, self-venting devices that remove odors.

The medicine cabinet should be at least 30 inches wide and have a lock, if within the reach of children. For easy maintenance, ceramic tile, melamine-coated hardboard, or similar material are recommended for the walls.

4. **Plumbing Lines.** Here, extra quality costs little, as most builders now use long-lasting copper tubing. Shut-off valves at all fixtures are a must, and freeze-proof hose bibs are recommended for cold areas. Another good idea is to have a one-inch pipe coming in from the street, instead of the usual half or three-quarter inch. An anti-water-hammer device will reduce wear and tear on your faucets.

5. **The Water Heater.** This piece of equipment should carry a ten- or 15-year guarantee. If gas, its tank capacity should run no less than 40 gallons, or 30 gallons with rapid recovery. Electric units should have at least a 66-gallon tank. Larger families require larger tanks, as do unusually large houses with many appliances.

6. **Wiring.** Here, again, today's builder already delivers a good package. However, make sure your builder isn't one of the few left giving less than 100-ampere wiring in a 240-volt,

three-wire system. These figures will be noted on the distribution box, where the fuses or circuit breakers are found.

With air conditioning, or electric heat, you'll need 150 to 200 amperes.

There should be at least 12 circuits inside the main electric box, preferably 15 to 20. These assure you of spares for future appliances and equipment, and cost very little when the house is built, much more when installed later on.

Other desirable features include a split three-wire appliance circuit with plenty of outlets for the kitchen counter. Appliance outlets in the dining room, porch, or patio area are handy for coffee makers, electric frypans, and such. Multiple switches that permit you to operate stairway lights from top and bottom are a good safety feature—also true at entrances to the garage. Light dimmers are inexpensive and aesthetically pleasing, as are silent light switches.

7. **Foundation.** You can gain a lot by extra attention to basement waterproofing. Poured concrete has a slight edge over concrete block in this regard, and may cost no more, depending on where you live.

Concrete block walls should be parged with half-inch cement mortar on the outside, and gains a lot of extra strength if reinforced with steel mesh or rods. These would be placed in the mortar beds between courses of block—generally every few courses.

Whichever type of foundation, it pays to improve on the average builder's exterior waterproofing job. Ask for troweled-on tar instead of the usual brush-on or spray-on type. If local water conditions are bad, this can be further improved with a film of polyethylene or asphalt-impregnated membrane. Running this film right down to the base of the footing will seal all joints. Another good waterproofing material is bentonite clay, which now comes in the form of panels. The panels are placed against the foundation before back-filling.

If your local code doesn't require a line of drain tile around the house footings, by all means have one put in. It can easily cost over $1000 if needed later.

8. **Exterior Walls.** The many forms of prefinished siding are highly recommended to lessen the frequency of painting. The types available include hardboard, wood, aluminum, galvanized steel, plastic, plywood, and mineral fiber. The longer the guarantee, of course, the better off you are. But stick to a well-known brand.

If you prefer regular paint, use the top of the line, preferably of a brand you're familiar with. And get a three-coat job—primer and two finish coats. Make sure the siding is applied with double galvanized, aluminum, or other rustproof nails, and be sure each nailhead is set below the surface of the wood and covered with putty. Also be sure any joints between siding boards are puttied over, and that all window and door trim are properly caulked with one of the newer caulking compounds that stay flexible.

9. **Interior Walls.** The half-inch plasterboard walls usually provided are basically good. However, for better sound qualities and a nail-free surface, specify a two-layer wall in which one layer of three-eighth-inch plasterboard is laminated over another. With either one- or two-layer walls, make sure the builder uses three layers of compound over joints and nailheads.

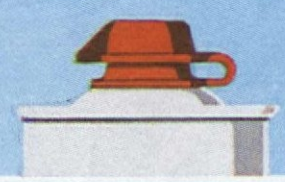
On any paneled walls, prefinished materials give easier cleaning, plus resistance to soiling, marring, etc. Wood paneling gains fire resistance if applied over plasterboard or asbestos-cement board instead of directly to the framing members.

With plaster, two coats over metal lath is good, three coats better, though rarely done today.

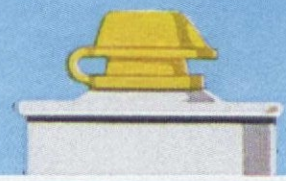
10. **Windows and doors.** Heat loss through cheaply made windows can cost many times the price of a top-quality window. You'll be money ahead by paying a little extra for this item. A well-known national brand is, again, good insurance. Double insulating glass is recommended. Good windows fit tightly, operate easily, and should have some provision for

(continued)


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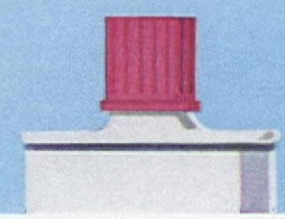
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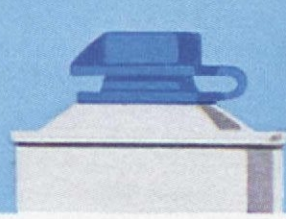
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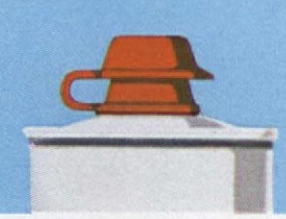
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plus the number stamped on bottom of any size can of EPIC Floor Wax.

Doll has movable head, arms, legs. Price includes complete plaid outfit as shown.

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Allow 4-6 weeks for delivery.
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This is the KitchenAid Food Preparer Model K45. It's a rugged appliance with a powerful motor (the only mixer with enough power to knead yeast dough) and specially designed optional attachments. The dough hook is included.

The optional attachments aren't gimmicks. They do the job they're supposed to do. And do it well. So instead of just a mixer, you can have a meat grinder, a vegetable slicer, a knife sharpener, an egg beater, a sausage stuffer, a potato masher, an apple strainer, an icing whipper, an ice crusher, an orange juicer, a silver polisher and a can opener. Send the coupon for more details. Unless you would rather buy 13 different appliances. And find counter space for them.

KitchenAid Electric Housewares Division, Dept. 6HE-10, The Hobart Manufacturing Company, Troy, Ohio 45373.

Tell me more.

Name_____

Address_____

City_____ State_____ Zip_____

FOOD PREPARERS BY

**KitchenAid®**


(continued)

easy cleaning. All outside doors and windows should be weatherstripped. Some units have removable third panes and screens.

11. **Termite safeguards.** They are now recommended nearly everywhere in the United States but Alaska. Metal termite shields are not enough. Chemical treatment of the soil is effective, as is the use of chemically impregnated wood for the floor structure.

12. **Central air conditioning.** In two-story houses, air conditioning should be zoned. This is also true of houses having two or more distinct sections or wings. Supply ducts should be insulated (or made of fiber glass) when passing through attic, crawl space, or other uncooled areas. Metal ducts should have a flexible connection to the unit to dampen vibration.

The system should guarantee 25 to 50 percent relative humidity on days of average highest temperature for your area.

If you don't plan to air condition now, consider having the necessary duct and wiring capacity installed anyway to lower the cost of air conditioning in the future.

### ADDITIONAL FEATURES

On any hardwood floor, a urethane varnish will outlast conventional varnish by years.

The heavier the roofing, the longer it lasts, so stick with the heavier grades (250 to 285 pounds), and specify seal-down or glue-tab shingles.

In door hardware, solid brass, aluminum, or bronze are recommended.

Copper gutters and flashing are still notably durable. If you buy galvanized steel gutters, keep them painted *inside* and out. Gutters with baked-on finish give long life, if properly installed. Vinyl gutters as well as aluminum are coming on strong.

Attention to the many items detailed in this article might seem like a tremendous order. But the extra time and money spent on them will more than pay off for your family, financially and aesthetically.

## SHOPPING INFORMATION

### BAMBOO BOOM

**Pages 58, 60, 62:** Write to the following for stores nearest you: Thomasville Furniture Inds. Inc., Thomasville, N.C. American of Martinsville, Martinsville, Va. Drexel Furniture Co., Drexel, N.C. Quartite Creative Corp., 236 Fifth Ave., N.Y.C. Jakson Co., Div. of Jos. A. Kaplan & Sons, Inc., 49 West 33 St., N.Y.C. Cohama Decorative Fabrics, 241 Madison Ave., N.Y.C. Thomas Strahan Co., Chelsea, Mass. Everfast Fabrics Inc., 70 West 40 St., N.Y.C. Supreme Cutlery Corp., 1214 Broadway, N.Y.C. Edward Alden Studios Inc., 1600 Russell St., Detroit, Mich. Wilmar Co. Inc., Keystone Lamp Mfg. Corp. both at 230 Fifth Ave., N.Y.C. Soovia Janis Inc., Mottahedeh, Miriam Blum Giftwares Inc., all at 225 Fifth Ave., N.Y.C.

### DON'T PUT OFF QUALITY

**Page 70:** Pillows on sofa from Design Research, N.Y.C. Glass bowl and ashtray on coffee table from Georg Jensen, N.Y.C. Cigarette box from Bonniers, N.Y.C. Apothecary jars from Paul Straub, 19 East 26 St., N.Y.C. **Page 71:** All tabletop accessories from Dansk Designs, Mt. Kisco, N.Y. In glass cabinet: stemware, brass coffee set, dishes from Bonniers. Round glass dishes from Georg Jensen. **Page 72:** Clock from Secticon, 730 Fifth Ave., N.Y.C. **Page 73** (top): Lamps from Bonniers. (Bottom, right): Valet chair from Georg Jensen. Flowers from FTD Florists.

### THE PLEASURES OF PAISLEY

**Pages 88, 89:** "Beadangles" bead curtain by Alanco, 95 Morton St., N.Y.C. Pierced brass lantern from Lord & Taylor, N.Y.C. Two brass vessels, wood and brass box from Sona The Golden One, N.Y.C. Campaign chest from Michael Bertolini, N.Y.C.

### 50 IDEAS IN ONE KITCHEN

**Pages 90 to 93:** Cabinets by Prudian Bros. Inc., 2762 So. La Cienega Blvd., Los Angeles. Flooring is Sanduran Antique Brick in white from Ruberoid, 733 Third Ave., N.Y.C. Hastings wallpaper from Philip Graf Wallpapers, 979 Third Ave., N.Y.C. Glazed white ceramic tile counters, Franciscan earthenware from Interpace, International Pipe & Ceramics Corp., 2901 Los Feliz Blvd., Los Angeles. Light fixtures from Metropolitan Furniture, San Francisco. Window fabric from Brunschwig & Fils, 509 Madison Ave., N.Y.C. Refrigerator from Admiral Corp., 3800 Cortland St., Chicago. Dishwasher, Char-Glo gas-fired barbecue, garbage disposer from Waste King Universal, 3300 East 15 St., Los Angeles. Washer and dryer from Norge Sales Corp., Merchandise Mart, Chicago. Range and built-in oven from Modern Maid, Tennessee Stove Works, Chattanooga, Tenn. Hood from Vent-A-Hood, 1000 N. Greenville, Richardson, Texas. Fiesta dual-level sinks from American-Standard, 40 West 40 St., N.Y.C. Duratub laundry sink from E. L. Mustee & Son Inc., 6911 Lorain Ave., Cleveland, Ohio. Table and chairs from Tropi-Cal, 5731 So. Alameda., Los Angeles. Built-in toaster from Swanson Manufacturing Co., 607 S. Washington St., Owosso, Mich. Cabinet accessories from Rubbermaid Inc., 1205 East Bowman St., Wooster, Ohio. KitchenAid mixer, coffee grinder, Hobart Mfg. Co., Troy, Ohio. Portable mixer from Toastmaster Div., McGraw Edison Co., 1200 St. Charles Rd., Elgin, Ill. Pressure cooker, iron, egg cooker from National Presto Ind., Eau Claire, Wis. Coffee maker, blender from Westinghouse Electric Corp., 246 E. Fourth St., Mansfield, Ohio. Clock, waffle maker, electric knife from General Electric Co., 1285 Boston Ave., Bridgeport, Conn. Warming tray from Revere Copper and Brass Inc., 201-203 Mill St., Rome, N.Y. Can opener from Sunbeam Corp., 5400 W. Roosevelt Rd., Chicago. Juicet from Proctor Silex Corp., 700 West Tabor Rd., Philadelphia. Upright vacuum cleaner from Whirlpool Corp., Benton Harbor, Mich. Electric Broom from Regina Corp., Rahway, N.J. Floor scrubber-polisher from Eureka Williams Co., 1201 East Bell St., Bloomington, Ill. Sewing machine from White Consolidated Ind., Cleveland, Ohio. Cutlery, Flint by Ekco Housewares Co., 1949 No. Cicero Ave., Chicago. Ice crusher by Oster Manufacturing Co., 5055 No. Lidell Ave., Milwaukee, Wis. High-intensity lamps by Lightolier, 11 East 36 St., N.Y.C. Rid-Jid ironing board by J. R. Clark, Spring Park, Minn. Other accessories from Van Keppel-Green, Beverly Hills, Calif.; Skil lets and Skirts, Hollywood, Calif.; Propinquity, Los Angeles, Calif.

### WALLPAPER SETS THE SCENE

**Pages 142, 143:** Wallpapers from United Wallpaper Co., 3101 South Kedzie, Chicago. From Trimz collection: Op pattern. From Salon Collection: Mediterranean tile pattern Sintra, white stucco Hacienda, Empire green pattern Regency.





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# EASY-TO-DO STENCILING

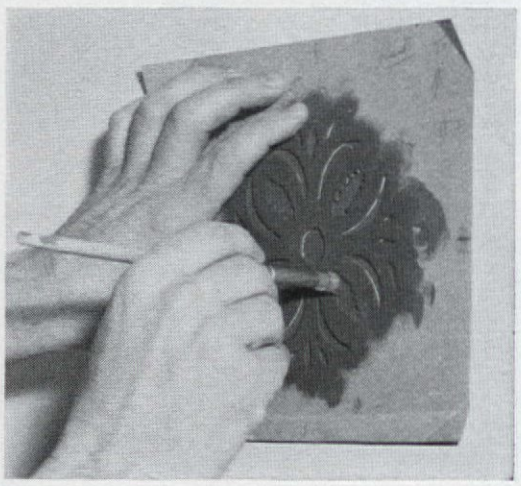
Stenciling is an old art and one that's easier than it looks at first glance. All it takes is a little time, patience, and the right supplies. The first step, of course, is choosing or designing the pattern. For your first stenciling project, try a relatively simple pattern such as the wall decoration below or the star stencil on page 104.

For the wall design, you'll need heavy stencil paper; round, stiff stencil brushes—one for each color; and an Exacto knife with pointed blades for cutting the patterns. Paint does soften the stencil paper so two sets of each pattern, used alternately, are best. This permits the use of one while the second is drying. Use carbon paper to transfer design from sketch to stencil paper.

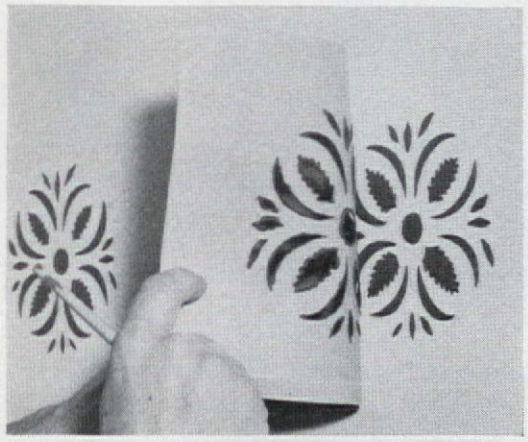
To prevent the paint from dripping or running while applying it to the wall, through the stencil paper, be sure you use a flat latex paint or allow oil paint to thicken.

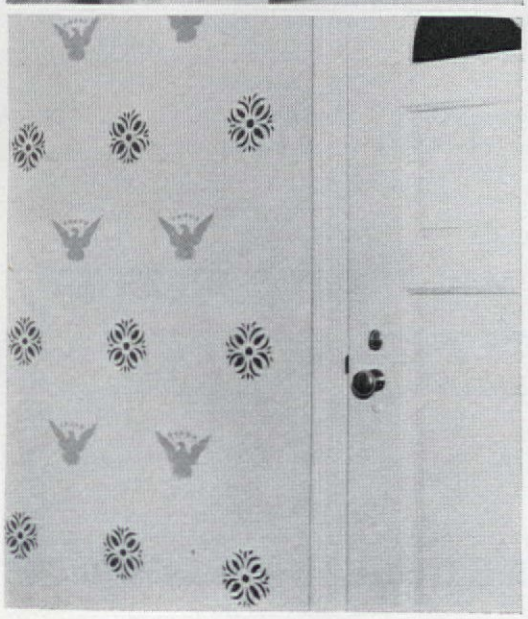
Before you start the actual stenciling, make straight guide lines on the wall, using a plumb line and pale blue chalk. (Chalk can be cleaned off with mild soap and water or a dry, soft brush when stencil is dry.)

Tie the "plumb" on a piece of cord, the height of the wall. Make a loop in other end for pushpin. Rub chalk over cord. Fasten cord close to ceiling with pushpin. Let fall to floor. Hold plumb at bottom close to wall and snap cord at center, so chalk leaves mark. Repeat at intervals. With guide lines marked, start stenciling. (continued)



*Hold stencil in place with one hand and daub and rub paint on with brush held at right angle to the wall. When finished, remove the stencil, being careful not to smear the paint. Then line up the stencil with the next chalk line and repeat the process.*





*If you don't get the full color of your paint with the first application simply go over it a second time after the first coat dries. The wall at left was decorated with an eagle and combination wheat-and-pine-cone pattern, which are adaptations of an Early American design.*

Information: James Woodburn


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Weyerhaeuser
Hardwood Paneling

# Save $6 Sale

**On these brand new prefinished panels. If you buy before Thanksgiving.**

You don't run across honest-to-goodness bargains like this very often. Regular $18.75 hardwood paneling for $12.75. But this special introductory sale ends November 24, 1966.

These are genuine hardwood panels. Monte Carlo Ash and Cassino Hickory. Top-quality panels from the Weyerhaeuser Forestglo® hardwood paneling line.

Every panel is carefully selected for its beautiful grain and natural color. Then prefinished with a tough coating that protects it for a lifetime.

Makes no difference whether you choose Ash or Hickory, they go with any decorating scheme. Early American. Traditional. Contemporary. Even turkey and cranberry sauce.

Your dealer is listed at left. Better make a pilgrimage right away.

**Weyerhaeuser**




*Hurry before they are all gobbled up.*

## 2 THINGS ARE NEW IN P&A LAMPS. ELECTRICITY. AND THE PRICE.



*Illustrated is the Naugatuck combination kerosene-electric lamp, $44.50.*

**A century ago, you could light a P&A lamp only with kerosene. But we've progressed. Now we make the only early American lamp convertible to kerosene or electricity. If you use electricity and hide the cord, no one will know your P&A lamp is not a genuine Plume & Atwood antique. P&A makes the truly identical reproduction. We use solid brass. We even use the original tooling used at the turn of the century. P&A makes real parlor lamps in three sizes, from $27.50.**

P&A SINCE 1869

*P&A Lamps are manufactured by the DORSET DIVISION*
*The J. B. Williams Co. Inc., Thomaston, Conn.*


## STENCILING (continued)

Another use for stenciling is to give a handsome individual look to painted furniture, or accessories, and it can be as easy as this. Below is the star pattern used for the set of tables shown.

First, cut stencil paper, or bristol board (available in art supply stores) to fit the top of your table. Allow one extra inch on all sides of the paper for a handhold. Trace stars onto stencil "board," spacing them evenly to fit your tabletop. Cut out stars with a razor blade. Mix paint used for background color with enough white paint to make it several shades lighter. Pour into a saucer and expose it to the air for several hours so paint thickens to consistency of heavy cream.

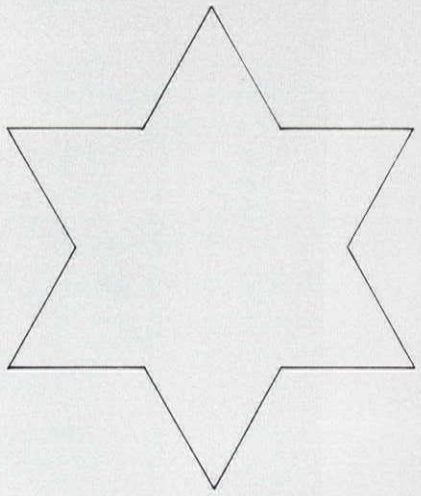
Tape the stencil with masking tape, or thumbtack it over the top of the area you are going to stencil.

Wad a piece of cheesecloth into a ball. Dip stencil brush into the paint, then dab it into the cheesecloth to remove excess paint. It is very important to work with a nearly dry brush. Daub brush over cut-out stencil areas. Lift brush so paint fades off a little on stencil edges. This blurs the line and makes it look softer and slightly worn.

When all stars are completed, lift off the stencil carefully so it won't smudge, and clean it with cleaning fluid; clean brush too.

If you wish to make a professional border, paint around edges of table with a soft artist's brush. While still wet, wrap several thicknesses of cheesecloth around your forefinger, then wipe along the edges of the border in a clean straight line, on both sides for a soft line.

*The tools needed are few—a stiff stencil brush, a little thickened paint, bristol board for stencil, and a wad of cheesecloth.*




*classic among classics!*



PENNSYLVANIA HOUSE FINE TRADITIONAL FURNITURE

**In the brilliant collection of Pennsylvania House Colonial Classics for living room, dining room and bedroom, this lovely writing desk and its companion chair in solid cherry are especially beloved gems. Pennsylvania House furniture is available in both solid cherry and maple, in your choice of stunning wood finishes or striking accent colors. It's a wonderful feeling to own the finest! Send 50¢ in coin for our colorfully illustrated brochures of Early American furniture.**

**PENNSYLVANIA HOUSE**

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# Ironing's a drag. We'd be delighted to help.

RCA WHIRLPOOL washers and dryers have special settings to keep wrinkles out of permanent press clothes, plus a special cool-down process that gradually cools rinse water to prevent the shock that causes wrinkles. Now, no-iron clothes (permanent press and such) are really that—thanks to these great engineering ideas.



**3 separate speeds.** Flexibility to wash almost everything your family will wear! Delicate, lacy things . . . right up to shag rugs and sneakers. Even a special low speed to do your hand washables.

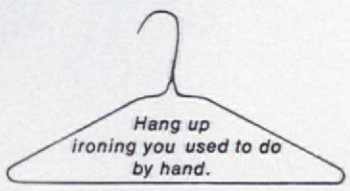


**Get extra dirty clothes clean.** RCA WHIRLPOOL washers have Super Wash—a special setting that gives extra dirty clothes a pre-wash and soak, followed by the regular cycle, all automatically.



**We keep the promise of permanent press.** Our dryers actually *do* this ironing for you by tapering off the heat temperature, then tumbling clothes for 10 minutes in unheated air. Wrinkles can't bake in. And, our new drying system works faster than ever before!






RCA Whirlpool HOME APPLIANCES

PRODUCTS OF WHIRLPOOL CORPORATION

TRADEMARKS RCA AND RCA USED BY AUTHORITY OF TRADEMARK OWNER, RADIO CORPORATION OF AMERICA.

By Maxwell C. Huntoon Jr.

# WHEN DOES A BASEMENT MAKE SENSE?

Murmur the word "basement" and everybody conjures up a different picture. The optimist sees a paneled recreation room complete with shining mahogany bar; the pessimist (particularly one who's been around longer than he cares to admit) sees a damp, dark hole with an old coal bin at one end and three inches of dirty water at the other. All of which shows that basements are, to a considerable degree, a matter of conditioning.

To further illustrate: In the days before refrigeration and table tennis, people in the North stored food in the cool basement. Southerners used spring houses for that purpose, making the basement unnecessary. Result: as late as 1960, 80 percent of all houses in the cooler northern areas had basements, while in the warmer South the figure was only 20 percent.

This conditioning produces a certain amount of local prejudice. In upstate New York, for example, a basementless house might be viewed with suspicion—the builder must have been skimping. Conversely, the man who built a basement in, say, Arizona might be considered either a screwball or a counterfeiter who needed a place to store his plates.

But times are changing. In the conservative North, rising prices have made the basementless—hence less expensive—house increasingly acceptable. And in the South, the growth of the split-level and the raised ranch have reconciled many people to living at least partway underground. So more than ever, the family who plans to build or buy a house faces a choice: basement or no basement?

Let's start with the question of cost. A slab is the cheapest kind of house underpinning, so we'll use that as our point of reference. To build a basement instead of a slab will increase costs on the average of between $3 to $4 a square foot; $3.50 is a good working figure. To put a full basement under a 1200-square-foot house will cost you just over $4000.

This is a lot of money. But that same amount of unfinished space above the ground would cost two or three times that much.

A word here about the crawl-space house. It has a conventional wood-framed floor with a shallow excavation under it, and is often preferred by people who don't like the hard surface of a concrete slab. But the crawl space is usually only about $1.50 a square foot cheaper than a full basement, so unless ground conditions are bad, the basement usually makes better sense.

Now we know that the basement is the cheapest way to add space to a house. But is it worth the cost?

The answer, of course, depends on what you want the space for. In the old days, heating plants were big, dirty monsters and the basement was the only place for them. But today's equipment is so compact it often fits in a small closet. Ditto for water heaters and laundry equipment.

So it doesn't make sense to build a whole basement for several thousand dollars just to house utilities that would fit in a closet.

But a basement does begin to make sense for functions or activities that require a larger area—a workshop, for example, or a big recreation room that you can finish off yourself. If such space adds up to more than three or four hundred square feet, and the rest of the house is of average size, chances are it's just as cheap—or cheaper—to build a basement for them than to put them above ground.

Now let's look at the basement in relation to the type of house it's going under.

A basement makes great sense under a small one-story house, where every inch of space is precious. Moving all the utilities into a basement leaves room for an extra closet. Bulk storage is always a problem in small houses; a basement provides it. And a basement recreation room can ease the close quarters.

A basement usually makes great sense under a two-story house. The basement will be small in relation to the total area of the house, hence relatively inexpensive. Also, a small or medium-size two-story often is cramped on the first floor; a basement can help by taking the laundry and other utilities, plus a recreation room.

A basement makes great sense under a hillside house. If the hill slopes to the rear, the basement can open out to ground level and have full-size windows. If the hill slopes to the side, half of the basement can be used as a garage with great savings over a conventional on-grade garage.

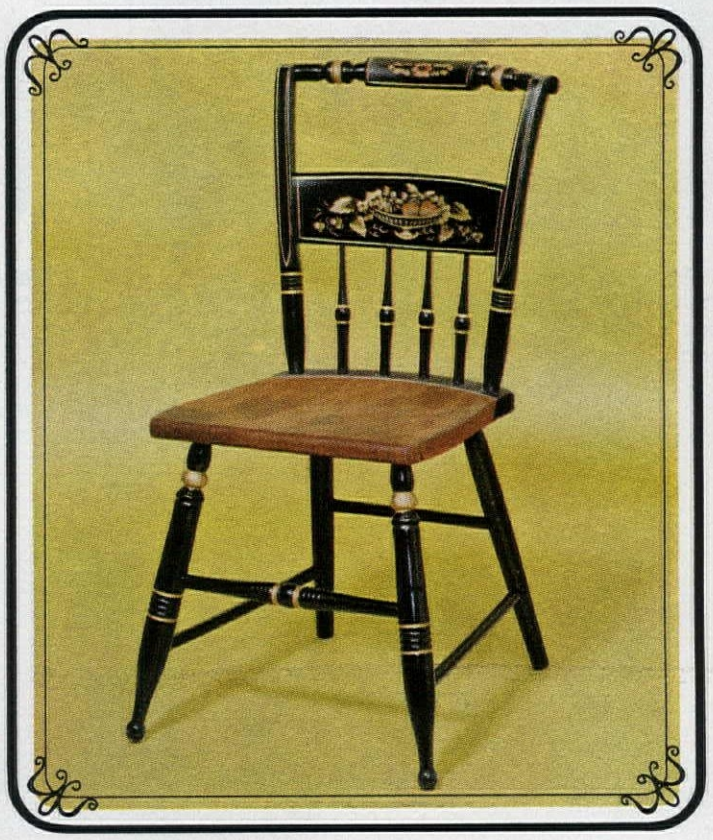
A basement seldom makes sense under a very big one-story house. A 2000-square-foot basement is costly and seldom needed for space.

A basement doesn't make sense in rocky ground, or where there is a high water table. Blasting the excavation out of rock is murderously expensive, and a high water table will keep the basement damp or wet.

So, if you're in the market for a house, give the matter some thought before you insist that you either must or must not have a full basement underneath it.


MENU FOR HAPPINESS:
S. BENT EARLY AMERICAN CHAIRS





You don't have to be a colonial general to enjoy the charm of S. Bent & Bros. chairs.

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S. Bent & Bros. incorporated GARDNER, MASS. COLONIAL CHAIRS OF QUALITY

*Send today for free folder of entire collection.*

S. Bent & Bros. Inc., Gardner, Massachusetts

Marlena
J. Paul
Baby Face
Juan
Joe
Commander Whitebread
The General
Sabul

Mohawk "Aragon" carpet pile is 100% Polycrest olefin fiber.

# Can a woman over 35 find happiness with a carpet of Polycrest® in her dining room?



It was Marlena's 35th birthday. The gifts had been coming all day. A baby elephant from Sabul. A 35-foot yacht from J. Paul Huntington. And from Baby Face Caruso, diamond earrings (which he asked her not to wear in public.)

The last gift arrived. An exquisite gold carpet of Polycrest olefin for her dining room. There was a short note which read: "Don't worry about the price—it looks twice what I paid for it." There was no name.

Dinner at eight. Otto, the General, brought pink champagne and spilled it all over the Polycrest. Commander Whitebread offered his silk handkerchief.

"I say," he muttered, "it's absolutely smashing the way this rug doesn't stain. I simply must get it for the Officer's Club."

Sabul raved about the deep, lofty pile. "A stampede of elephants couldn't wear this carpet down."

J. Paul had never seen such beautiful color. "It will go into all 38 of my mansions across the country."

It was then the toasts began. With each toast, each and every one proposed marriage. Marlena had waited a long, long time for this moment.

Juan begged: "Come away with me to my castle in Spain."

Otto entreated, "Come mit me for a Watch on the Rhine."

But good old Joe came up with the best proposal of all. "Marlena," he said. "Run barefoot with me through carpets of Polycrest, forever."

(She said yes.)

**Carpet is Mohawk's "Aragon"**

POLYCREST® Olefin Fiber by UNIROYAL




# crusty SPAMbake

New idea for dinner: you make it quick with SPAM and Kellogg's Corn Flake Crumbs.

½ cup KELLOGG'S CORN FLAKE CRUMBS
2 tablespoons brown sugar
⅛ teaspoon ground cloves
1 12-ounce can SPAM
2 tablespoons prepared mustard
Pineapple slices
Melted butter

1. Combine Kellogg's Corn Flake Crumbs, brown sugar and cloves.
2. Cut SPAM crosswise into eight slices. Spread both sides of slices with mustard, then coat generously with a flavor crust of Corn Flake Crumbs mixture. Place SPAM and pineapple slices individually in a foil-lined shallow baking pan; do not crowd. Brush pineapple slices with butter.
3. Bake in moderate oven (350° F.) 20 minutes. Serve on heated platter, placing a SPAM slice on each pineapple slice. Add parsley, if desired. Yield: 4 servings of 2 slices each.







© 1965 by Kellogg Company

SPAM IS A REGISTERED TRADEMARK FOR A PURE PORK PRODUCT PACKED ONLY BY GEO. A. HORMEL & CO., AUSTIN, MINN., U.S.A.




# How to become a good cook

By Virginia T. Habeeb

You can't become a gourmet chef overnight. But if you appreciate fine food, if you enjoy trying, tasting, and involving yourself in anything that pleases the palate, then you also can be a good cook. Being one and becoming one are two different things. First, you must care enough to produce the very best results you know how. Second, you must use the best ingredients and those which meet the particular requirements of the recipe you are preparing. Third, there are certain techniques and skills you must acquire. Once these are mastered even the most elaborate recipes are simple and easy to conquer.

On these pages we are primarily concerned with technique. First of all, a recipe is only a guide and a most important one. Study it carefully and be sure you understand it before you begin. Have the proper utensils on hand, measure accurately, and avoid changing or substituting primary ingredients.

But now for the real test. Behind even the most familiar recipes you'll find there are certain techniques—call them "secrets" if you will—that insure perfection. Treated with respect they guarantee success. Followed loosely, you may be second best.

Here we present 5 really simple recipes. By using the right techniques they will turn out to be excellent. By applying this same technique to the variations that follow, you're on your way to becoming a good cook.

All photographs by Fred Eng

# the perfect muffin

THE SECRET IN MAKING MUFFINS IS THE STIRRING. You should stir only until the dry ingredients are dampened. The batter should be lumpy. When done, the muffins should be rounded on top, pebbly in appearance, and have no tunnels or holes inside. Muffins are at their best served warm.

MUFFINS

**2 c. sifted all-purpose flour**
**¼ c. sugar**
**3 tsp. baking powder**
**1 tsp. salt**
**1 egg**
**1 c. milk**
**¼ c. shortening, melted**

Heat oven to 400° F. Grease twelve 2½-inch muffin-pan cups. Sift flour, sugar, baking powder, and salt into bowl. Make well in center; add egg, milk, and shortening. Stir just to moisten dry ingredients. Batter will be lumpy. Fill muffin cups about two-thirds full. Bake about 20 minutes or until golden brown. Loosen with spatula; remove from pan; cool on wire racks. Makes 12. More muffin recipes on page 118.



(continued)

# the fabulous green salad

Want your next Tossed Green Salad to look like the one below? It's easier than you think.

THE SECRET IS IN THE HANDLING. For the crispest greens, plan to use them within a day or two after buying. Wash and store the greens with tender loving care. Remove any bruised outer leaves. Cut out the core of a head of lettuce and hold head,cavity up, under cold running water. Separate leaves of greens such as chicory, escarole, and romaine. Drain well and blot with paper towels; store in a vegetable crisper several hours or overnight. If you are keeping greens for any length of time store in plastic bags or wrap.

THE SECRET IS IN THE TEARING. Prepare the leaves you are serving with respect. Don't maul, don't mash, don't cut. Tear gently into small pieces and there'll be less chance of wilting and discoloring. Use two, three, or more greens to add contrast in color, texture, and flavor.

THE SECRET IS TO BE SPARING WITH THE DRESSING. Too much dressing will make your salad wilt. If you are preparing your own dressing or if you are using the bottled kind, a good guide is to use ¼ cup of dressing for each 1½ quarts of greens.

If you prefer to add the oil and vinegar separately, sprinkle the oil on the greens and turn them over and over lightly until they are just coated and glistening. Then add the vinegar and seasonings. A good proportion is ⅔ oil to ⅓ vinegar.

If you like garlic in your salad there are three ways to add it. You can rub the bowl with a clove or you can use a chapon—the French way of rubbing the end of a crusty French loaf with garlic and tossing it into the salad. Remove before serving, if you wish. Or you can dice a small clove into the salad bowl before adding the greens. Sprinkle with salt and crush with a pestle or the back of a wooden spoon. Then add the greens and the dressing.



### GREEN-ON-GREEN SALAD

**1 head iceberg lettuce**
**1 head romaine**
**1 head chicory**
**1 bunch watercress**
**1 pkg. (10 oz.) washed spinach**
**Classic French Dressing or Tomato French Dressing**

Wash and dry greens; break into bite-size pieces into large salad bowl. Rinse spinach; trim off any heavy stems; break into bite-size pieces into salad bowl. Cover; refrigerate. Prepare dressing. At serving time, pour about ¼ cup dressing over greens; toss lightly to coat greens thoroughly. Add more dressing if needed, but only enough to just coat the greens. Makes 8 servings.

### CAESAR SALAD

**3 heads romaine (3 qts., lightly packed)**
**3 cloves of garlic**
**½ c. olive or pure vegetable oil**
**2 c. bread cubes (4 slices)**
**1 egg**
**½ tsp. salt**
**Freshly ground pepper**
**1 lemon, halved and seeded**
**⅓ c. freshly grated Parmesan cheese**
**6 anchovy filets, chopped**

Wash and dry greens; break into bite-size pieces into large salad bowl; cover; refrigerate. Quarter garlic cloves; drop into oil; let stand several hours for full flavor to develop. Sauté bread cubes in 3 tablespoons garlic-flavored oil until golden brown. Bring water to boiling in small saucepan; put egg in pan carefully; turn off heat; let egg stand in water for 1 minute; remove egg. Assembling the salad is a last-minute affair, and is usually done at the table with great flair. Have the bowl of chilled greens, the remaining ingredients, a salad fork and spoon, and chilled salad plates assembled before the host or hostess. Pour the remaining 5 tablespoons garlic-flavored oil over greens; sprinkle with salt. Grind a generous amount of pepper over the greens. Toss lightly until greens are glistening. Break egg and squeeze lemon over greens; toss lightly until all the specks of egg are blended in. Sprinkle salad with cheese; add anchovies; toss again. Add croutons; mix lightly. Serve at once. Makes 8 servings.

### SPINACH AND BACON SALAD

**1 pkg. (1 lb.) washed spinach**
**Herb French Dressing or Creamy French Dressing**
**½ lb. bacon**
**½ c. water chestnuts, sliced**
**¼ c. thinly sliced green onions**

Rinse spinach; trim off any heavy stems; break into small pieces into salad bowl; cover, refrigerate. Prepare dressing. Cook bacon until crisp; drain; crumble. Just before serving, combine spinach, water chestnuts, green onions, and bacon. Add ¼ cup dressing; toss lightly. Makes 8 servings.

### MIXED VEGETABLES AND GREENS SALAD

**1 head iceberg lettuce**
**1 head chicory**
**1 Belgian endive**
**2 cucumbers**
**3 tomatoes**
**1 medium-size onion, peeled**
**Tangy French Dressing**

Wash and dry greens; break into bite-size pieces into large salad bowl; cover; refrigerate. Score cucumbers; slice thinly. Wash tomatoes, core; quarter. Slice onion thinly. Wrap all vegetables separately; refrigerate. Prepare dressing. Just before serving, combine greens and vegetables; add ¼ cup dressing; toss lightly until greens and vegetables are glistening. Add more dressing, if necessary. Makes 8 servings.

### CLASSIC FRENCH DRESSING

**⅔ c. olive or pure vegetable oil**
**⅓ c. wine or cider vinegar**
**1 tsp. salt**
**¼ tsp. paprika**
**¼ tsp. pepper**
**¼ tsp. sugar**
**1 clove of garlic, halved**

Combine all ingredients in pint-size screw-top jar or plastic shaker. Shake well to blend. Refrigerate. Makes 1 cup.

### TANGY FRENCH DRESSING

**⅔ c. olive or pure vegetable oil**
**¼ c. tarragon or cider vinegar**
**1 tbs. lemon juice**
**1 tsp. Worcestershire sauce**
**Dash of hot-pepper sauce**
**1 tsp. salt**
**¼ tsp. pepper**
**¼ tsp. sugar**
**1 tsp. prepared mustard**
**1 clove of garlic, halved**

Combine all ingredients except garlic in blender, pint-size screw-top jar, or plastic shaker. Whirl or shake to blend. Add garlic; refrigerate. Makes 1 cup.

### HERB FRENCH DRESSING

**⅔ c. olive or pure vegetable oil**
**2 tbs. tarragon vinegar**
**2 tbs. lemon juice**
**¾ tsp. salt**
**¼ tsp. pepper**
**2 tsp. leaf basil, crumbled**
**¼ tsp. sugar**
**1 tbs. chopped parsley**
**1 bay leaf**

Combine all ingredients in pint-size screw-top jar or plastic shaker. Shake well to blend. Refrigerate. Makes 1 cup.

### CREAMY FRENCH DRESSING

**⅔ c. olive or pure vegetable oil**
**⅓ c. wine or cider vinegar**
**1 tsp. onion salt**
**1 tbs. paprika**
**¼ tsp. pepper**
**1 egg**

Combine all ingredients in bowl, pint-size screw-top jar, or plastic shaker. Beat with rotary beater or shake until creamy. Refrigerate. Makes 1¼ cups.

### TOMATO FRENCH DRESSING

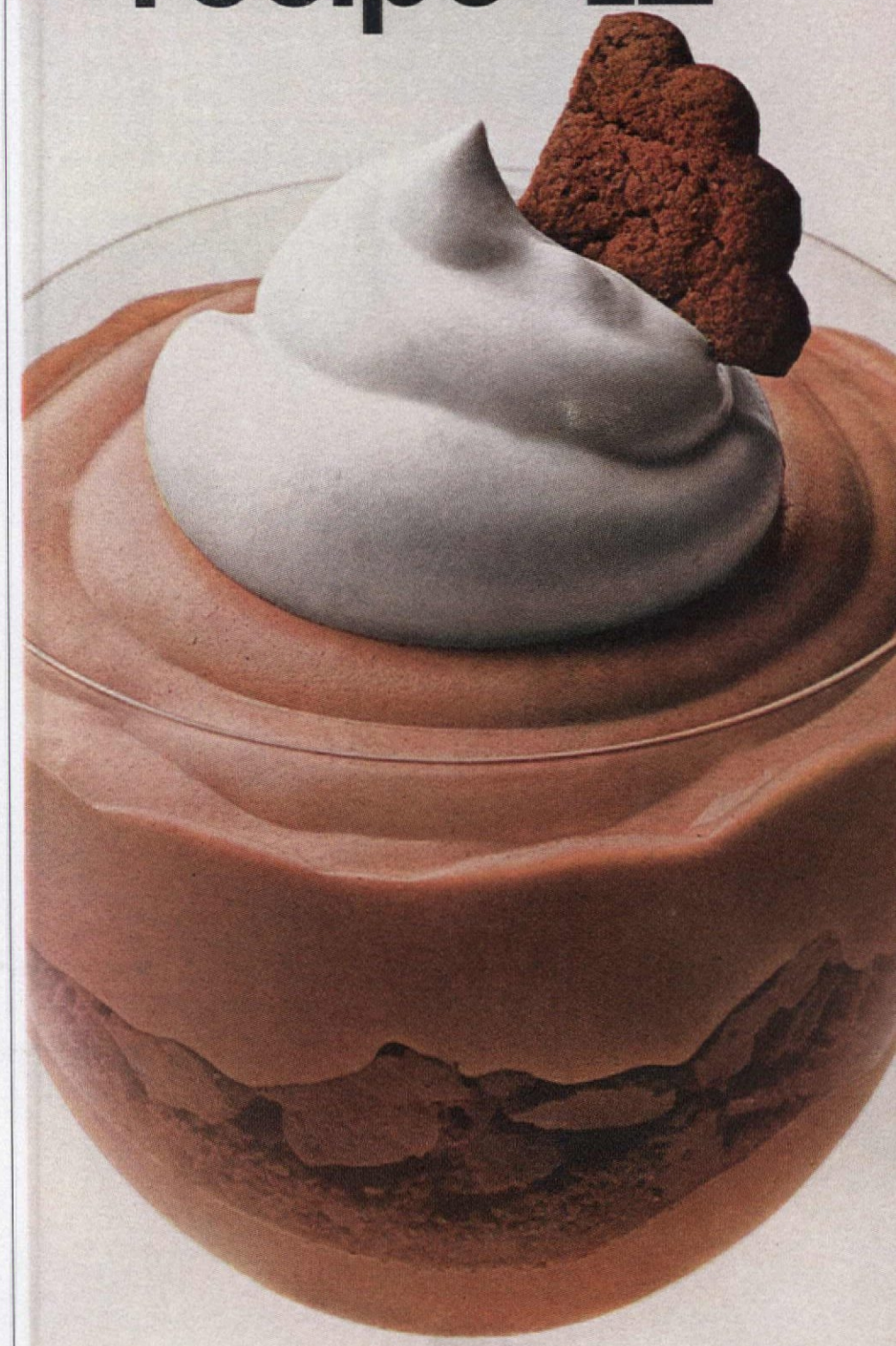
**1⅓ c. olive or pure vegetable oil**
**⅔ c. vinegar**
**2 tbs. sugar**
**1 can (10½ oz.) condensed tomato soup**
**½ tsp. salt**
**¼ tsp. pepper**
**1 tsp. prepared mustard**
**1 tbs. Worcestershire sauce**
**1 clove of garlic, halved**

Combine all ingredients in quart-size screw-top jar or plastic shaker. Shake to blend. Refrigerate. Makes 3½ cups.

(continued)




# Whip'n Chill® recipe #12:



## Chocolate Mint Dessert

(Foolproof. Needs no cooking.)

1 package Whip 'n Chill Chocolate Dessert Mix
2 tablespoons sugar (optional)
1 package (3 oz.) cream cheese
¼ teaspoon mint extract
Thin chocolate wafers, coarsely broken

Just follow these simple directions: Combine dessert mix and sugar; then prepare as directed on package. Cream the cheese; gradually add to prepared dessert, beating after each addition. Blend in mint extract. If necessary, chill until mixture mounds — about 10 minutes. Layer in parfait or dessert glasses with broken wafers, beginning and ending with prepared dessert. Chill 2 hours or more. If desired, garnish with chocolate wafers.




GF GENERAL FOODS KITCHENS

Another rich but light Whip 'n Chill dessert.

Just one of the 141 recipes in Whip 'n Chill's new *Magical Desserts* recipe book. Mail 25¢ and two box tops to "Recipe Book," Box 1418, Kankakee, Ill.

Whip 'n Chill is a registered trademark of General Foods Corp.

# loin of pork superbly done

THE SECRET IS TO COOK IT TO THE PROPER DONENESS. Pork is a meat that is often overcooked in an effort to make sure it is well-cooked. Traditionally pork has been cooked to 185° F., which you will find marked on every meat thermometer. To bring you up to date on the latest method, The National Live Stock and Meat Board has just completed a research study on pork and now recommends (and so do we) that the perfect and safe temperature to which to roast a loin of pork is 170° F. The roast will be crusty on the outside and juicy on the inside. It will be a creamy-light beige color with no pink around the bone and should cut with a gentle slicing motion.

To prepare your roast, season it with salt and pepper. Place fat side up on rack in shallow, open roasting pan. Insert a meat thermometer so the bulb is in the center of the roast; add no water and do not cover; roast at 325° to 350° F. (30 to 35 minutes per pound) until the thermometer registers 170° F. Take the roast from the oven and let it "rest" about 10 to 15 minutes before carving. It will continue to cook with its own heat and the juices will settle.



## PERFECT PORK COOKERY

When buying pork keep these points in mind:

- The exterior is well covered with a layer of fairly firm white fat.
- The lean, which is marbled with fat, is grayish pink in the younger animal, a deeper pink in the older animal.

Fresh pork cuts to roast:

**Loin** is available as whole loin, rib end, loin end, or center cut.

**Leg** (fresh ham) is available whole, bone in; whole, boneless; or half, bone in.

**Shoulder** is sold as:

Boston butt. The upper half of the shoulder that contains part of the blade bone.

Picnic shoulder. This includes arm and shank sections of the shoulder. It is sometimes boned, rolled, and tied.

Cushion shoulder. The arm section of a fresh picnic, boned and with a pocket for stuffing.

**Crown roast** is a roast made from the rib sections shaped to form a crown.

The new recommendation for roasting a loin of pork to 170° F., mentioned on the opposite page, is the result of intensive research undertaken at Iowa State University, supported by a grant from the Pork Committee of the National Live Stock and Meat Board. Loin of pork roasted to this temperature required less cooking time, had less cooking losses, was juicier and comparable in flavor and tenderness to that cooked to 185° F. This research was done only with rib and loin pork roasts and the 170° F. temperature does not apply to other cuts.

### TIMETABLE FOR ROASTING FRESH PORK

| Cut | Weight (pounds) | Oven temperature | Meat thermometer temperature | Cooking time (minutes per pound) |
|---|---|---|---|---|
| Loin | | | | |
| Center | 3 to 5 | 325° to 350° F. | 170° F. | 30 to 35 |
| Half | 5 to 7 | 325° to 350° F. | 170° F. | 35 to 40 |
| Blade loin or sirloin | 3 to 4 | 325° to 350° F. | 170° F. | 40 to 45 |
| Picnic shoulder | 5 to 8 | 325° to 350° F. | 185° F. | 30 to 35 |
| Rolled | 3 to 5 | 325° to 350° F. | 185° F. | 40 to 45 |
| Cushion style | 3 to 5 | 325° to 350° F. | 185° F. | 35 to 40 |
| Boston shoulder | 4 to 6 | 325° to 350° F. | 185° F. | 45 to 50 |
| Leg (fresh ham) | | | | |
| Whole (bone in) | 10 to 14 | 325° to 350° F. | 185° F. | 25 to 30 |
| Whole (boneless) | 7 to 10 | 325° to 350° F. | 185° F. | 35 to 40 |
| Half (bone in) | 5 to 7 | 325° to 350° F. | 185° F. | 40 to 45 |
| Crown roast | 6 to 7 | 325° to 350° F. | 170° F. | 30 to 35 |

### ROAST PORK WITH CORN BREAD STUFFING

**5 to 7 lbs. pork loin**
**½ c. chopped onion (1 medium)**
**½ c. butter or margarine**
**½ tsp. fennel seed, crushed**
**½ tsp. salt**
**3 tbs. chopped celery leaves**
**2 c. crumbled corn bread**

Have butcher crack bone of pork loin. Make a deep slit in center back of each chop. Heat oven to 325° F. Sauté onion in butter or margarine until soft; mix in fennel, salt, and celery leaves. Combine with corn bread in bowl. Stuff mixture into slits in pork (any left over may be baked in covered dish during last 30 minutes of roasting). Place pork, fat side up, on rack in open, shallow roasting pan. Do not cover; do not add water. Insert meat thermometer in center of roast. Be sure it does not touch bone or rest in fat. Roast 35 to 40 minutes per pound or until meat thermometer registers 170° F. Remove to heated platter. Let rest 10 to 15 minutes before carving. Makes 8 servings.

### PRUNE-STUFFED LOIN OF PORK

**2 pork loin center cuts**
**18 to 24 large prunes**
**1 tsp. salt**
**½ tsp. pepper**
**1 can (10½ oz.) condensed beef broth**
**Flour**
**Water**

Trim excess fat from meat; wipe roast with damp cloth. Make four 1-inch-deep cuts lengthwise in each loin. Rinse prunes in warm water; cut in half; remove pits. Insert halves, cut side down, in slits. Tie each loin securely at intervals with clean white string. Rub meat with salt and pepper. Heat oven to 325° F. Place loins, fat side up on rack in open, shallow roasting pan. Do not cover; do not add water. Insert meat thermometer in center of one loin. Be sure it does not touch bone or rest in fat. Roast, allowing 30 to 35 minutes per pound or until meat thermometer registers 170° F. Baste pork occasionally during roasting with beef broth. Remove meat to heated platter; cut and remove string. Make gravy: Pour off fat from roasting pan into small bowl. For each cup of gravy desired measure 1 tablespoon fat into roasting pan; stir in 1 tablespoon flour; add 1 cup water gradually. Cook over low heat, stirring constantly, until mixture thickens and bubbles. Stir in all brown bits from pan. Season. Makes 10 to 12 servings.

### STUFFED BRAISED PORK CHOPS

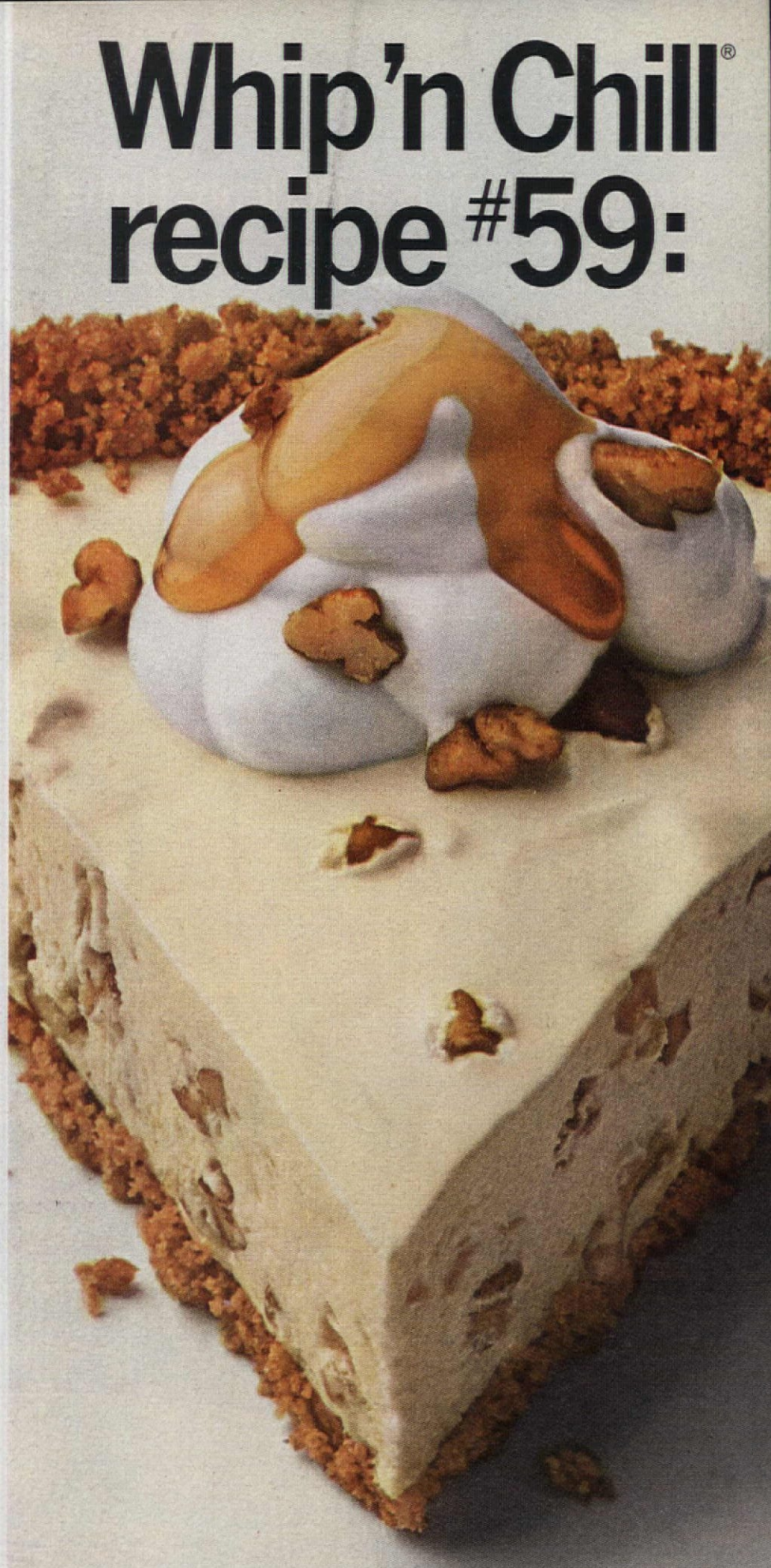
**½ c. chopped onion (1 medium)**
**¼ c. chopped celery**
**2 tbs. butter or margarine**
**½ c. water**
**1 c. packaged herb bread-stuffing mix**
**6 double pork chops with pockets**
**¼ c. pure vegetable oil**
**½ c. water**

Heat oven to 350° F. Sauté onion and celery in butter or margarine until soft. Add ½ cup water. Stir in stuffing mix; mix well. Stuff pockets in chops loosely with mixture. Fasten pockets with wooden picks; lace closed with clean white string. Heat oil in skillet; brown chops on both sides. Transfer to baking dish; add ½ cup water; cover. Bake 1½ hours or until chops are tender. Makes 6 servings.

(continued)




# Whip'n Chill® recipe #59:



## Maple Nut Pie

(Foolproof. Needs no cooking.)

1 package Whip 'n Chill Vanilla Dessert Mix
⅓ cup Log Cabin® Syrup
⅓ cup chopped nuts
1 unbaked 8-inch graham cracker crumb crust

Just follow these simple directions: Prepare Whip 'n Chill Dessert Mix as directed on package, reducing water to ⅓ cup and adding syrup with the water. If necessary, chill until mixture mounds — about 10 minutes. Fold chopped nuts into this mixture and spoon into crust. Chill 3 hours or more. If desired, garnish with prepared whipped topping and a drizzle of Log Cabin Syrup.




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# broiling fish is a delicate thing

THE SECRET IN BROILING FISH LIES IN THE HANDLING, THE AMOUNT OF HEAT, AND THE LENGTH OF COOKING TIME. Steaks, filets, split-dressed whole fish, and whole fish may be broiled. Preheat broiler and broiler pan. Grease broiler pan or line pan with aluminum foil and grease foil. Place fish in pan. Filets and split fish should be placed skin side down and should not be turned. Steaks and whole fish should be cooked on one side and turned to cook second side. Baste lean fish with melted butter or margarine during broiling. Broil filets, split fish, and steaks about 2 inches from heat. Filets and split fish will take 5 to 8 minutes. Broil steaks about 1 inch thick, 3 minutes on first side; turn; broil second side 5 minutes. Broil whole fish 4 to 6 inches from heat about 5 minutes on each side. Fish is done when it flakes easily. Season fish at end of broiling time.

To turn a whole fish easily, place the fish on a piece of greased foil slightly larger than the fish. When ready to turn, slip the spatula under the foil and turn fish and foil. This way you avoid tearing the flesh. Remove aluminum foil and broil second side.



### MARKET TERMS FOR BROILED FISH

**Drawn:** Fish is scaled and only the insides removed.

**Dressed:** Fish is scaled and the head, tails, and fins are removed.

**Pan-dressed:** This term is usually applied to small fish that are cooked whole. The insides, head, tail, and fins are removed and the fish is sometimes split and the backbone removed.

**Steaks:** These are crosswise sections of large fish, such as salmon, swordfish, cod. The steaks are cut no less than 1 inch thick and contain a piece of backbone and sometimes a few larger bones.

**Filets:** These are the sides of small to medium-size fish cut lengthwise away from the backbone. There is one filet to each side. They are usually boneless.

### FISH TO BROIL

| Filets | Steaks | Whole | Split |
|---|---|---|---|
| Sea bass | Striped bass | Sea bass | Sea bass |
| Bluefish | Cod | Bluefish | Bluefish |
| Carp | Halibut | Flounder | Carp |
| Cod | Muskellunge | Mackerel | Hake |
| Flounder | Salmon | Mullet | Mackerel |
| Haddock | Swordfish | Pike | Mullet |
| Hake | Fresh tuna | Porgy | Pike |
| Mackerel | | Red snapper | Porgy |
| Ocean perch | | Shad | Weakfish |
| Pike | | Smelts | Whitefish |
| Porgy | | Weakfish | Whiting |
| Sole | | Whitefish | |
| Weakfish | | Whiting | |

### BROILED RED SNAPPER

**4 to 5 lbs. red snapper, drawn**
**¼ c. melted butter or margarine**
**2 tbs. lemon juice**
**¼ tsp. onion salt**
**Dash of hot-pepper sauce**

Preheat broiler. Wipe fish with damp cloth. Grease broiling pan rack well. Place fish on rack. Combine butter or margarine, lemon juice, onion salt, and hot-pepper sauce. Brush fish with butter sauce. Place broiler pan so top of fish is 4 inches from heat. Broil 4 minutes. Turn fish carefully; brush with sauce. Broil 6 minutes or until fish flakes easily. Remove fish to heated platter. Pour over any remaining sauce. Garnish with lemon and dill, if desired. Makes 4 servings.

### FILETS BROILED WITH WINE

**¼ c. sliced blanched almonds**
**2 tbs. butter or margarine**
**¼ c. butter or margarine**
**¼ c. dry white wine**
**½ tsp. leaf basil, crumbled**
**¼ tsp. leaf tarragon, crumbled**
**¼ tsp. salt**
**⅛ tsp. pepper**
**2 lbs. fish filets (flounder, haddock, or perch)**

Sauté almonds in 2 tablespoons butter or margarine until golden. Melt ¼ cup butter or margarine. Add wine, basil, tarragon, salt, and pepper. Preheat broiler. Cut fish into serving-size pieces, if needed. Place fish in well-greased, shallow baking dish. Pour over wine mixture. Place baking dish in broiler so fish is about 2 to 3 inches from heat. Broil 5 minutes or until fish flakes easily. Baste once with wine mixture in dish. Remove fish carefully to heated platter. Sprinkle with almonds. Makes 4 servings.

### TANGY SWORDFISH STEAKS

**2½ lbs. swordfish steak**
**½ c. soft butter or margarine**
**2 tsp. prepared mustard**
**1 tbs. lemon juice**
**½ tsp. salt**
**¼ tsp. pepper**
**1 tbs. chopped parsley**

Have swordfish steak cut 1 inch thick. Preheat broiler. Blend butter or margarine, mustard, lemon juice, salt, pepper, and parsley. Place steaks on well-greased broiler rack. Spread tops with half the butter mixture. Place broiler pan so tops of steaks are 2 inches from heat. Broil 3 minutes; turn carefully. Dot tops of steaks with remaining butter mixture. Broil 5 minutes or until fish flakes easily. Makes 6 servings.

### PARMESAN ROLLED FILETS

**6 flounder or perch filets**
**⅓ c. butter or margarine**
**2 tbs. lemon juice**
**¼ tsp. paprika**
**½ tsp. onion salt**
**¼ tsp. pepper**
**2 tbs. butter or margarine**
**1 c. soft bread crumbs (2 slices)**
**2 tbs. grated Parmesan cheese**

Roll each filet, starting with tail end. Place in greased shallow baking dish. Preheat broiler. Melt ⅓ cup butter or margarine; add lemon juice, paprika, onion salt, and pepper. Spoon half the butter mixture over the filets. Melt 2 tablespoons butter or margarine; combine with bread crumbs and Parmesan. Place filets in broiler so tops of filets are about 3 inches from heat. Broil 5 minutes. Turn carefully; spoon over remaining butter mixture. Sprinkle with cheese-crumb mixture. Turn broiler heat down halfway; broil one to two minutes or until crumbs are browned. Makes 6 servings.

### BLUEFISH WITH BARBECUE SAUCE

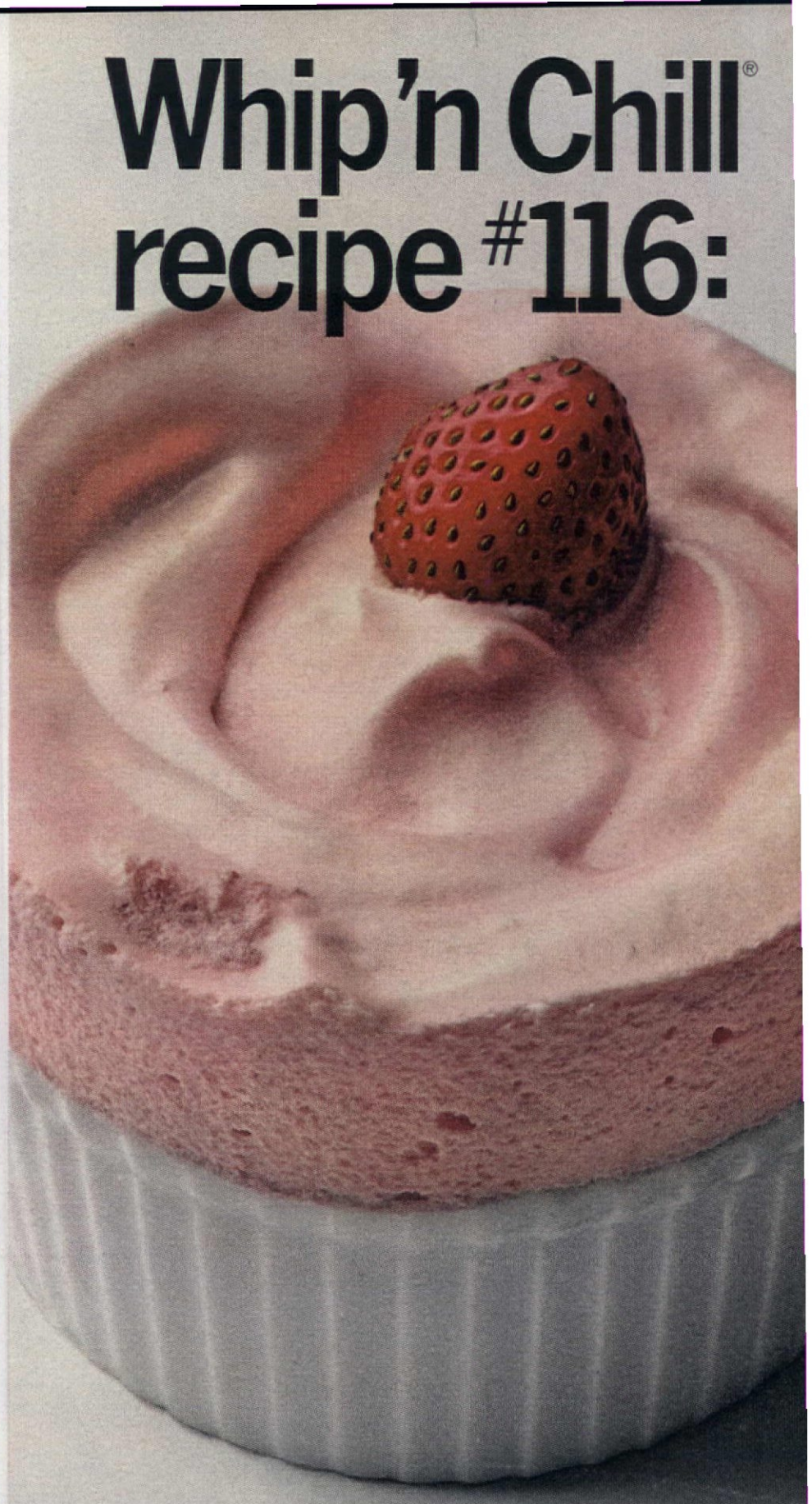
**2 bluefish (about 2 lbs. ea.), split and dressed**
**3 tbs. olive or pure vegetable oil**
**1 clove of garlic, crushed**
**2 tbs. finely chopped green onions**
**1 tbs. soy sauce**
**⅓ c. catsup**
**2 tbs. orange juice**
**¼ tsp. pepper**
**⅛ tsp. leaf oregano, crumbled**

Preheat broiler. Place fish, skin side down, on well-greased broiler rack. Combine oil, garlic, onions, soy sauce, catsup, orange juice, pepper, and oregano. Spoon mixture over fish. Place broiler pan so top of fish is 2 inches from heat. Broil 8 minutes or until fish flakes easily. Makes 6 to 8 servings.

(continued)




# Whip'n Chill® recipe #116:



## Strawberry Soufflé

(Foolproof. Needs no cooking.)

1 package (10 oz.) Birds Eye® Strawberry Halves, thawed
1 package Whip 'n Chill Strawberry Dessert Mix
1 egg white
2 tablespoons sugar

Just follow these simple directions: Drain strawberries, measuring the syrup. Add *cold* water to syrup to make one cup. Prepare Whip 'n Chill as directed on package, using measured syrup instead of milk and water. Beat egg white until it is foamy. Blend in sugar. Beat until mixture forms stiff, shiny peaks. Fold this into prepared dessert mix. Chill until mixture mounds, about 10 minutes. Fold in Birds Eye Strawberries. Spoon into individual soufflé dishes, each heightened with a 1-inch paper collar. Then chill 2 hours or more. This makes 4 delicious servings.




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# flaky tender pastry

THE SECRET OF PERFECT FLAKY PASTRY IS A LIGHT HAND. When mixing, rolling, and fitting the dough into the pan, handle the dough as gently and as little as possible. More pie recipes on page 120.

## CHERRY PIE

**2 c. sifted all-purpose flour**
**½ tsp. salt**
**¾ c. shortening**
**6 tbs. cold water**
**2 cans (about 1 lb. ea.) red, tart, pitted cherries**
**1 c. sugar**
**⅛ tsp. salt**
**2 tbs. quick-cooking tapioca**
**¼ tsp. almond extract**
**½ tsp. red food coloring**
**1 tbs. butter or margarine**
**Milk or cream**
**Sugar**

Sift flour and salt into mixing bowl. Cut in shortening with pastry blender until mixture resembles cornmeal. Sprinkle cold water evenly over surface; stir with fork until all dry particles are moistened and pastry clings together. Shape into ball; divide in half. Roll out one half to 12-inch circle on floured surface. Fold in half; lift into 9-inch pie plate; unfold. Fit gently into contours of plate. Combine cherries, sugar, salt, tapioca, almond extract, and food coloring; let stand 15 minutes. Heat oven to 425°F. Turn filling into lined pie plate. Dot with butter or margarine. Roll out remaining pastry to a 12-inch circle; cut vents to allow steam to escape. Fold in half; place on filling; unfold. Fold under excess pastry; flute edge. Brush with milk or cream; sprinkle with sugar. Bake 35 to 45 minutes or until pie is golden brown and bubbles of juice burst through vents.






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# The Perfect Muffin

(continued from page 109)

### MUFFIN VARIATIONS

**Jelly or Jam Muffins:** Prepare muffin batter according to recipe on page 109. Fill muffin-pan cups half full. Add 1 teaspoon jelly or jam to each cup. Add enough batter to fill cups two-thirds full. Bake as directed.

**Crunchy-Topped Muffins:** Combine ½ cup brown sugar, firmly packed; ⅓ cup coarsely chopped nuts; ¼ teaspoon ground cinnamon; and ¼ teaspoon ground nutmeg. Prepare muffin batter according to recipe on page 109. Fill cups; sprinkle with sugar mixture. Bake as directed.

**Orange Muffins:** Prepare muffin batter according to recipe on page 109, substituting ½ cup orange juice for ½ cup of the milk. Add 2 tablespoons grated orange rind with the liquid ingredients. Fill cups. Bake as directed.

**Sugar-Topped Muffins:** Prepare and bake muffins according to recipe on page 109. Dip tops of warm muffins into melted butter or margarine and then into mixture of ½ cup sugar and 2 teaspoons ground cinnamon.

**Date Muffins:** Prepare muffin batter according to recipe on page 109. Stir in ½ cup coarsely chopped dates quickly. Fill cups. Bake as directed.

### SWEET MUFFINS

**1¾ c. sifted all-purpose flour**
**2½ tsp. baking powder**
**1 tsp. salt**
**½ c. sugar**
**1 egg**
**⅔ c. milk**
**¼ c. melted shortening**

Heat oven to 400° F. Grease twelve 2½-inch muffin-pan cups. Sift flour, baking powder, salt, and sugar into bowl. Make well in center. Add egg, milk, and shortening. Stir just enough to moisten dry ingredients. Fill muffin-pan cups two-thirds full. Bake 20 to 25 minutes or until golden brown. Makes 12.

**Blueberry Muffins:** Prepare Sweet Muffin batter. Fold in 1 cup washed, fresh blueberries. Fill cups and bake as directed.

### APPLE SPICE MUFFINS

**2 c. sifted all-purpose flour**
**4 tsp. baking powder**
**¾ tsp. salt**
**¼ c. sugar**
**½ tsp. ground cinnamon**
**¼ tsp. ground nutmeg**
**1 egg**
**1 c. milk**
**⅓ c. melted shortening**
**¾ c. chopped, pared, and cored apples**

Heat oven to 400° F. Grease twelve 2½-inch muffin-pan cups. Sift flour, baking powder, salt, sugar, cinnamon, and nutmeg into bowl. Make well in center. Add egg, milk, shortening, and apples. Stir just enough to moisten dry ingredients. Fill cups two-thirds full. Bake 20 to 25 minutes or until golden. Makes 12.

### CORN MUFFINS

**1 c. sifted all-purpose flour**
**2 c. yellow cornmeal**
**⅓ c sugar**
**4 tsp. baking powder**
**1 tsp. salt**
**1 egg**
**1 c. milk**
**⅓ c. melted shortening**

Heat oven to 425° F. Grease 12 muffin-pan cups. Combine flour, cornmeal, sugar, baking powder, and salt in bowl. Make well in center. Add egg, milk, and shortening. Stir just enough to moisten dry ingredients. Fill cups two-thirds full. Bake 20 to 25 minutes or until golden. Makes 12.

### CHEESE CORN MUFFINS

**¾ c. sifted all-purpose flour**
**2½ tsp. baking powder**
**¾ tsp. salt**
**1 tbs. sugar**
**½ c. yellow cornmeal**
**1 c. shredded Cheddar cheese**
**1 egg**
**¾ c. milk**
**2 tbs. melted shortening**

Heat oven to 400° F. Grease eight 2½-inch muffin-pan cups. Sift flour, baking powder, salt, and sugar into bowl. Stir in cornmeal and cheese. Make well in center. Add egg, milk, and shortening. Stir just to moisten dry ingredients. Fill cups two-thirds full. Bake 20 to 25 minutes or until golden brown. Makes 8.

### RAISIN BRAN MUFFINS

**1 c. sifted all-purpose flour**
**3 tsp. baking powder**
**½ tsp. salt**
**¼ c. sugar**
**1 egg**
**1 c. milk**
**2 tbs. melted shortening**
**1 c. bran flakes**
**1 c. raisins**

Heat oven to 400° F. Grease twelve 2½-inch muffin-pan cups. Sift flour, baking powder, salt, and sugar into bowl. Combine egg, milk, shortening, and bran flakes in second bowl; let stand 10 minutes. Stir raisins into flour mixture. Make well in center. Add bran mixture. Stir just enough to moisten dry ingredients. Fill cups two-thirds full. Bake 20 to 25 minutes or until browned. Makes 12.

**Banana Bran Muffins:** Prepare Raisin Bran Muffin batter omitting raisins. Use only ¼ cup milk; add 1 cup mashed, ripe banana (2 bananas) with liquid ingredients. Fill cups and bake as directed.



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Good Housekeeping GUARANTEES

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# Flaky Tender Pastry

(continued from page 116)

### SECRETS TO SUCCESS IN MAKING PASTRY

- Cut the shortening into the sifted flour and salt with a pastry blender or 2 knives until the particles are fine and the mixture resembles cornmeal. Use a light cutting motion—don't mash the fat or overwork it. This can cause the fat to become too soft and the mixture will not take up enough water to make the pastry flaky.
- Sprinkle the water, a small amount at a time, over the surface. Bring the dampened particles in contact with the dry ones using a fork and a light, tossing motion.
- To determine whether you have added enough water, press the dampened particles together *gently*. If they stick together, do not add more water. Form the dough into a ball by pressing the particles together—don't mix or knead.
- When rolling the dough out remember these points:

  The board should be *lightly* floured. If you let the dough take up too much flour, it can become tough.

  Hold the rolling pin lightly and roll from the center of the ball of dough to the edge with successive light strokes.

  Lift the rolling pin as you near the edge on each stroke, without rolling over the edge. This will keep the edge from getting too thin and splitting. If a split occurs, pinch it together before rolling again.

  If the dough sticks to the board, loosen it gently along one edge with the side of a spatula and rest the freed portion on the palm of one hand while you free the rest of the dough and redust the board with flour.
- Fit dough into pie plate gently. Don't stretch it or it may shrink in baking.

### PASTRY FOR 1-CRUST PIE

**1 c. sifted all-purpose flour**
**½ tsp. salt**
**⅓ c. shortening**
**3 tbs. cold water**

Sift flour and salt into mixing bowl. Cut in shortening with pastry blender until mixture resembles cornmeal. Sprinkle cold water evenly over surface; stir with fork until all dry particles are moistened and pastry clings together. Shape into ball. Roll out on a floured surface to 12-inch circle. Fold in half; lift carefully into 9-inch pie plate; unfold. Fit gently into contours of plate. Do not stretch pastry. Fold under excess pastry, even with edge of pie plate. Pinch with fingers to form a standing collar all around rim. Flute edge.

**Unbaked shell:** When filling and crust are baked together, follow time and temperature requirements of filling recipe.

**Baked shell:** Heat oven to 450° F. Line pie plate and flute edge as above. Prick bottom and sides of pastry thoroughly with fork. Fit a piece of wax paper into pastry shell; fill with raw rice or dried beans. This will weigh pastry down until it sets and prevent bubbles and shrinkage. Bake 8 to 10 minutes; remove rice or beans and wax paper. Bake shell 8 to 10 minutes or until golden brown. Cool.

### CHOCOLATE CREAM PIE

**1 baked 9-inch pastry shell**
**4 tbs. cornstarch**
**1 c. sugar**
**½ tsp. salt**
**3 sqs. unsweetened chocolate, cut up**
**2½ c. milk**
**3 egg yolks, slightly beaten**
**1 tbs. butter or margarine**
**2 tsp. vanilla**
**½ cup heavy cream, whipped**

Prepare pastry shell according to recipe. Combine cornstarch, sugar, salt, and chocolate in saucepan. Stir in milk gradually. Cook over medium heat, stirring constantly, until mixture thickens and comes to boiling. Boil 1 minute. Blend half the mixture into egg yolks; stir into mixture in saucepan. Cook 1 minute, stirring constantly. Remove from heat; stir in butter or margarine and vanilla; cool slightly. Pour filling into pastry shell. Cool; chill thoroughly. Top with whipped cream.

### COCONUT CUSTARD PIE

**1 unbaked 9-inch pastry shell**
**4 eggs, slightly beaten**
**⅔ c. sugar**
**½ tsp. salt**
**2½ c. milk**
**1 tsp. vanilla**
**¾ c. shredded or flaked coconut**

Heat oven to 425° F. Prepare pastry shell according to recipe. Combine eggs, sugar, salt, milk, vanilla, and ½ cup coconut. To have full pie without spilling, take pastry shell, custard filling, and remaining coconut over to oven. Pull out oven rack; place pastry shell on rack. Pour filling into pastry shell. Sprinkle filling with ¼ cup coconut. Push shelf and filled shell carefully into oven. Bake 30 minutes or until thin-bladed knife or spatula inserted 1 inch from edge comes out clean. Center will look soft but will set later. Do not overbake.

### APPLE RAISIN TARTS

**Pastry for 2-crust pie**
**1½ c. pared, cored, and chopped apples**
**2 c. raisins**
**¾ c. cider**
**1 tbs. cornstarch**
**¼ c. sugar**
**½ tsp. ground cinnamon**
**¼ tsp. ground cloves**
**1 tsp. grated lemon rind**
**1 tsp. lemon juice**
**Whipped cream**

Prepare pastry as directed in recipe for Cherry Pie (page 116). Roll out on floured surface. For each tart, cut six 2-inch rounds. Fit one round into bottom of 2½-inch muffin-pan cup. Moisten edge. Press 5 rounds onto sides of cup and bottom round, overlapping them slightly. Repeat with remaining rounds. Bake 15 to 20 minutes or until golden. Cool. Remove tart shells from pan carefully. Cool on wire racks. Combine apples, raisins, and cider in saucepan. Simmer, covered, 5 to 8 minutes. Combine cornstarch, sugar, cinnamon, and cloves. Stir into apple mixture; cook 2 minutes. Remove from heat. Add lemon rind and juice. Cool completely. Spoon into tart shells. Top with whipped cream. Makes 12 tarts.

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# BUFFET LUNCHEON FOR TWELVE

The arrival of cool October days signals a busy time for the homemaker. With club activities now in full swing, there will undoubtedly be a time when you're called upon to be hostess for a luncheon. This buffet menu is perfect for such occasions. It's easy to prepare and serve, and is sure to please any group.

**Chicken Curry Casserole**
**Marinated Tomato Salad**
**Crisp Parmesan Strips**
**Orange Chantilly Charlotte**
**Coffee Tea**

## CHICKEN CURRY CASSEROLE

- 3 broiler-fryers (1½ lbs. ea.), quartered
- 2 tsp. salt
- ¼ tsp. pepper
- ½ c. butter or margarine
- 1 tsp. curry powder
- ½ c. flour
- 1 tsp. salt
- ¼ tsp. pepper
- 2 cans (6 oz. ea.) sliced mushrooms
- 1 pkg. (10 oz.) frozen peas, thawed
- 2 c. crumbled potato chips
- Pimiento

Place chicken in large kettle; add water to cover; add 2 teaspoons salt and ¼ teaspoon pepper. Cook, covered, about 40 minutes or until tender. Drain; reserve 4 cups broth. Skin and bone chicken; dice. Melt butter or margarine in saucepan over medium heat. Blend in curry, flour, 1 teaspoon salt, and ¼ teaspoon pepper; cook 2 minutes. Remove from heat; add reserved broth slowly; stir to blend. Cook, stirring constantly, until sauce is thickened and bubbly. Combine chicken, mushrooms, peas, and sauce. Pour into shallow 3-quart baking dish. Sprinkle with potato chips. Bake at 400° F. for 20 minutes. Cut pimiento into fancy shapes; decorate top of casserole. Makes 12 to 14 servings.

## MARINATED TOMATO SALAD

- 2 heads romaine
- 8 medium-size tomatoes
- 1 tsp. salt
- ¼ tsp. pepper
- ¼ tsp. paprika
- ½ tsp. dry mustard
- 1 tbs. chopped parsley
- 1 tbs. leaf basil, crumbled
- ½ c. wine vinegar
- 1 c. pure vegetable oil

Separate leaves of romaine; wash; dry. Wrap in transparent plastic wrap or aluminum foil; refrigerate to crisp. Wash and core tomatoes; cut into thick slices. Arrange slices one layer deep in large baking dish or pan. Combine salt, pepper, paprika, mustard, parsley, and basil in screw-top jar or plastic shaker. Add vinegar and oil; shake well to blend. Pour dressing over tomatoes; cover; refrigerate 2 to 3 hours to allow flavors to blend. Just before serving, break romaine leaves into bite-size pieces. Arrange drained tomato slices and romaine in salad bowl. Serve with remaining dressing. Makes 12 to 14 servings.

## CRISP PARMESAN STRIPS

- 12 slices white bread
- 1 c. melted butter or margarine
- 1½ c. grated Parmesan cheese
- Paprika

Heat oven to 400° F. Trim crusts from bread; cut each slice in 4 strips. Dip bread strips into butter or margarine, then into Parmesan cheese. Place strips ½ inch apart on cookie sheet. Bake 8 to 10 minutes or until golden brown. Remove from oven. Transfer strips to wire rack; cool. Sprinkle lightly with paprika. Makes 48.

## ORANGE CHANTILLY CHARLOTTE

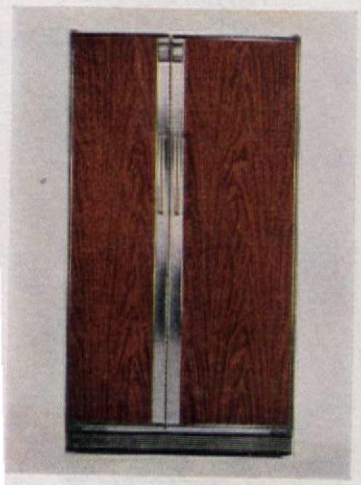
- 1½ dozen ladyfingers
- Confectioners' sugar
- 2 envelopes unflavored gelatin
- ½ c. sugar
- 1 c. orange juice
- 4 egg yolks
- 1 c. orange juice
- 1 tbs. grated orange rind
- 1 tsp. grated lemon rind
- 4 egg whites
- ¼ c. sugar
- 1 c. heavy cream
- 1 orange, peeled and sectioned
- ½ c. heavy cream, whipped

Split ladyfingers. Sprinkle rounded sides with confectioners' sugar. Line bottom and sides of 8-inch springform pan with ladyfinger halves, rounded side out. Cut small pieces of ladyfingers to fit into spaces in bottom of pan. Mix gelatin and ½ cup sugar in saucepan. Blend 1 cup orange juice and egg yolks; stir into gelatin mixture. Cook over medium heat, stirring constantly, until sugar is dissolved and mixture barely coats spoon. Remove from heat; add 1 cup orange juice and orange and lemon rinds; cool. Chill over ice cubes in bowl or refrigerate until mixture is thick enough to mound slightly when spooned. Beat egg whites until foamy; beat in ¼ cup sugar. Continue beating until meringue forms stiff, glossy peaks. Fold meringue into thickened orange mixture. Whip 1 cup cream just until soft peaks form; fold into orange mixture. Pour into ladyfinger-lined pan. Chill 3 hours or until firm. Release fastener on side of pan. Cake may be removed from bottom of pan to serving plate by lifting with two large spatulas. Decorate charlotte with orange sections and whipped cream. Makes 12 to 16 servings.

# Twicebox:



**New Philco Supermarketer gives you an upright freezer plus big refrigerator in the space of one old icebox.**



Philco puts an upright freezer where it ought to be: right next to the refrigerator. And vice versa.

Our new Supermarketer gives you up to 21 cubic feet, and twice the convenience of separate units, in a space no more than 36 inches wide. It *will* fit in your kitchen.

There's Philco's "No-Frost" feature, of course. Twice, in fact. You never have to defrost the freezer section and you never have to defrost the refrigerator.

And there are special compartments for everything that needs special storage. Meats. Vegetables. Frozen juices. And ice cubes. Philco's automatic ice maker stores man-size cubes in their own removable bin.

There's also a 19-cu.-ft. Supermarketer that's only 33" wide. And both sizes of Supermarketers have Philco's unique Power Saver to keep your electric bill low. You can match your kitchen décor, too, with optional decorator panels including simulated wood grains like the "Walnut" at left.

Now don't you have twice the reason to see your Philco dealer? And soon?

**PHILCO**®
A SUBSIDIARY OF *Ford Motor Company*

TELEVISION · STEREO PHONOGRAPHS
RADIO · HOME LAUNDRY · RANGES
REFRIGERATORS · AIR CONDITIONERS
FAMOUS FOR QUALITY THE WORLD OVER®

## Recipe that keeps 'em coming back for more:



**LIPTON CALIFORNIA DIP**

You make it in a flash. Just pour an envelope of Lipton Onion Soup Mix into a pint of dairy sour cream. Stir with a fork ... chill. It's ready to serve with potato chips, celery ... everything dippable.




**WARNING:** California Dip can cause traffic jams if there's only one bowl. Spot several bowls around the room.



by Nancy Sasser

# Fingertip Recipes

The Quaker Oats Company now has a delicious new Aunt Jemima syrup. Of course, it's perfect for pancakes, but a free recipe booklet shows there are more than a dozen other ways to use it, too. To find out just what they are, fill out the card at the right and send it in.

# Now there's a cereal you can stack

Once you stop stacking and start eating you'll find there's more to STAX than stacking. New Wheat Stax really taste good. They're bite-sized chunks of toasted whole wheat. Crunchier because they're toasted on bottom, top, sides—even inside. They're the toastiest, tastiest, crunchiest, stackiest cereal you've ever tasted.







WHY FAKE IT? **Cherry Whirl — the real thing — in just 90 seconds with Knox and your blender!**

Nothing phony about it—no chemicals, colorings or imitation flavors 'cause you choose real fresh ingredients for this fabulous dessert. And with Knox and your blender, you make the real thing even quicker than a mix! Just as quickly, you and Knox can whirr up a jiffy paté, mousse, souffle or aspic!

**CHERRY WHIRL:**

**2 envelopes Knox Unflavored Gelatine**
**¼ cup maraschino cherry syrup**
**¼ cup cold pineapple juice**
**½ cup boiling pineapple juice**
**½ cup maraschino cherries**
**½ lemon, seeded and peeled**
**⅓ cup sugar**
**½ cup light cream**
**2 cups crushed ice or ice cubes**

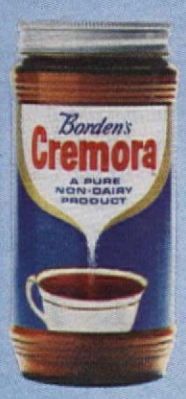
Add gelatine to cherry syrup and cold pineapple juice in blender container, cover and process at lowest speed to soften gelatine. Remove cover, add boiling pineapple juice; process until gelatine dissolves. If gelatine granules cling to container, use a rubber spatula to push them into the center. When gelatine is dissolved, turn to highest speed, add remaining ingredients and continue processing until ice is melted and mixture begins to thicken. Pour at once into individual serving dishes, bowl or 5-cup mold. Allow individual servings or bowl to set for 5 to 10 minutes; chill mold about 1 hour. Yield: 6—8 servings.

**FREE:** "Blend 'n' Gel" recipe folder. Write:
Knox Gelatine, Inc., Dept. A10, Johnstown, N. Y.




## Get the flavor of cream with only 11 tiny calories! Cremora™ from Borden's.

Less than half the calories of cream. You can go easy on the calories without giving up the rich, creamy flavor you love in your coffee. Just add a teaspoonful of Cremora. Cremora gives coffee a luscious creamy-golden color, too. In fact, once Cremora is in the coffee, only your waistline will tell you it isn't cream! And Cremora is delightfully convenient... keeps fresh right on your kitchen shelf. Try Cremora... it's the non-dairy creamer from Borden's with less than half the calories of cream.






# The people who built your dishwasher * recommend that you use something besides a detergent to prevent water spots.

# They recommend:

## LIQUID JET-DRY®

**for dishwashers with automatic dispensers for JET-DRY**




LIQUID JET-DRY causes glasses, silverware and china to shed water instantly after they are rinsed. No water drops are left on the dishes to dry into unsightly water spots. Dishwasher manufacturers, recognizing JET-DRY as the answer to water spotting, equip many models to inject LIQUID JET-DRY into the rinse water. If your dishwasher is so equipped, don't run out of JET-DRY. Even one dishwashing without JET-DRY can cause spots.

## SOLID JET-DRY®

**for dishwashers without dispensers for JET-DRY**




SOLID JET-DRY is now available for dishwashers not equipped to dispense LIQUID JET-DRY. It dries dishes just as spot-free and sparkling (and just as automatically) as LIQUID JET-DRY does in dishwashers equipped with automatic dispensers. SOLID JET-DRY comes in the form of a bar which is neatly encased in a plastic basket. You simply clip the basket to any corner of the upper rack of your dishwasher. Remember to buy JET-DRY. At grocery stores and dishwasher dealers.

* *JET-DRY is recommended by the manufacturers of all 28 makes of dishwashers*

© Economics Laboratory, Inc.


# TOASTING U. S. WINES

AMERICA'S PREMIUM WINES SERVED BY OUR DIPLOMATS HERE AND ABROAD

By Harold J. Grossman

*Mr. Grossman has a long list of credentials as an authority on wines. Among them: he is a member of the Wine Committee for the State Department; frequent contributor to numerous publications; lecturer; and author of* Grossman's Guide to Wines, Spirits, and Beers.

Suddenly, many of us are discovering American wines. Why? I really don't know. They are no different today than they have always been, namely—excellent, pleasant, enjoyable! Like any other wine-producing country, our wines range from the inexpensive to the fine and more costly . . . and their quality is constantly improving.

The "discovery" started when the President insisted that our wines be served at official White House functions. Secretary of State Dean Rusk suggested that our embassies serve our wines just as diplomats of other wine-producing countries served theirs. They agreed with enthusiasm but asked for guidance. So a group of six men, knowledgeable in United States wines, was invited to act as a Wine Committee for the State Department. After much individual soul-searching we met in Mr. Rusk's conference room in Washington. Out of the hundreds of wines considered, we selected—by majority vote—91 different types, brands, and states of origin, which in our opinion could be served anywhere with pride and confidence. (See list on page 132.)

I was curious to learn at first hand the reaction of the guests at our diplomatic functions. On a recent European tour I had the opportunity to talk to our top embassy personnel in Portugal, Italy, West Germany, France, and England. Naturally, diplomatic politeness would oblige their guests to say kind things about our wines, but what did impress our embassy people was the genuine, pleased expressions of surprise that our wines were so pleasant and of such excellent quality.

Whether our wines can be sold successfully abroad in competition with their home-grown products is another matter, because ours must pay high shipping costs and duties.

Recently an effort was made to introduce our wines to the French through a Parisian supermarket chain as part of an American products promotion. The press reports of the event implied that it was a complete failure, but I learned in Paris that this was not so. On the contrary, the wine sales were considered a success. The chain sold over 60 percent of the fine wines within two weeks, at prices considerably higher than their customers normally spend for table wines. Yet the press, both the French and ours, handled the reports of the event as a huge joke . . . shipping American wines to France is like "carrying coals to Newcastle"—which is ridiculous.

Why should American wines in France be ridiculous? German and Italian wines are available, why not American? It is probably as much our fault as anything. There was a time, I recall in 1924, when I found American wines on the wine lists of several leading hotels in Europe. Eventually not only the French but all Europeans will realize that our wines are also quite enjoyable.

I am often asked to compare the wine of one region with that of another. This is impossible because the soil and climate of one region are never the same as those of another. The same grape variety will produce two different wines when grown in different places. A good example is the Riesling wine produced in the Rhine valley and also in the Moselle. There is a family resemblance but they are sharply different. I would no more try to compare the wines of California with those of New York State than I would try to compare Bordeaux red wines with Burgundy red wines, or those of Tuscany and Verona in Italy. Each region or state, with its individual soil and climate will produce wines of individual character. They should be appreciated on their own merits. Is it good? Does it please *your* palate? This is something each one of you must decide for yourself. Nobody can "taste" for you.

The wine of one region will perhaps appeal more to us than that of another. It has nothing to do with a wine's quality. We do produce today wines of quality but this does not mean that they should taste identically to those of any other country or region. Which wine each of us likes or enjoys best is a matter of very personal taste. It is the wine you like the best that you should drink, whatever anyone else may prefer.

There are some magnificent, incomparable wines produced in Italy, Germany, and France, but in each country they represent less than 10 percent of the country's wines. The rest or 90 percent is simply good, sound, quite unpretentious wine, inexpensive enough to be within the economic reach of the majority of the people. Yes, Europeans do drink more wine than we do . . . precisely the rather simple, inexpensive *vin ordinaire, tischwein*, etc.

We, too, produce some exceptional wines. Many—but not all—will be found on the State Department list. Try them and find out for yourself. I have prepared a chart (continued)

# The Chiquita® Banana: Is it really any different?

We had a visitor down in the Tropics recently who accused us of the biggest bamboozle of all time.

The way he had it figured, the only difference between our bananas and other bananas was the Chiquita® sticker.

Well, we showed him 300 things or two.

We showed him the way we grow our bananas. Not exposed like so many other bananas. But protected — in clear plastic bags.

We showed him our mono-cables (sort of like jungle ski tows) which transport our bananas from the plantation to the packing station and cut down on bumps and thumps.

We showed him how we manicure our bananas. And inspect our bananas. And select only the best to wear our seal.

We showed him 300 different things in all.

And then we asked him if he still thought there was no difference between Chiquita Bananas and other bananas.

He apologized profusely.




Chiquita® Brand Bananas.

Chiquita is a registered trademark of United Fruit Company

## U.S. WINES (continued)

of the United States wine labels with a description of the varietal and special trade names and indicated what you can look for and expect of each one. Also, I have described them as to type, color, and state (origin) and have given an indication of the price at which they sell in several states. These prices are only a guide since they will vary somewhat from one state to another, depending on local taxes.

### U.S.* WINE LABELS

| Varietal and special trade names | What to look for and expect |
|---|---|
| | **Red Wines** |
| Barbera | Very dry, rugged, and full-bodied California wine produced from a grape variety widely grown in Northern Italy. |
| Cabernet Sauvignon | The principal variety in the grape mixture used for the fine red Bordeaux (clarets). In California it produces a dry, elegant, fairly full-bodied wine that can be long lived. |
| Gamay<br>Gamay Beaujolais | Brought to California from the Beaujolais region of France, it produces a fragrant, fairly light-bodied dry wine. |
| Pinot Noir | This is the noble grape of Burgundy, France. In California its wine is fruity, elegant, softly rounded, and medium-bodied. |
| Zinfandel | A California original. This grape produces a dry, aromatic, even spicy, zesty, flavorful wine that is quite unique. |
| | **Rosé Wines** |
| Gamay Rosé | Usually briskly dry, light-bodied, pink wine from the Gamay grape. From California. |
| Grenache Rosé | Light to medium-bodied, sprightly, and crisp. Can be very dry or medium dry. California. |
| | **White Wines** |
| Catawba | Usually a fairly sweet, full-flavored, fruity wine made from one of the top American hybrid varieties. |
| Chenin Blanc | A delicate, fairly light, fragrant wine made from one of the grape varieties most widely grown in the Loire Valley of France. From California. |
| Delaware | A lovely New York State wine of character, fairly dry with fragrant fruitiness, good body, all in perfect balance, made from the outstanding hybrid variety. |
| Diamond (also Moore's Diamond) | Usually a crisply dry, very fruity wine of considerable body. From New York State. |
| Elvira | Generally a fairly sweet, fruity wine, of full flavor and body. From New York State. |
| Emerald Dry | A California original made principally from the *Emerald Riesling* variety. It is a light-bodied, fragrant, sprightly wine with a delicate touch of sweetness. |
| Folle Blanche | A light, crisply dry, even tart, luncheon wine. From California. |
| Green Hungarian | A light, pleasantly dry, soft wine from California. |
| Niagara | Generally, a pleasantly sweet, fruity wine of considerable body from New York State. |
| Pinot Blanc | Usually a fairly light, delicate wine of pleasant, fine character. From California. |
| Pinot Chardonnay | The true white Pinot variety, originally from the Burgundy and Champagne regions of France. It produces California's finest and most elegant dry white wines. |
| Grey Riesling | Usually a soft, mild, spicy wine. California. |
| Johannisberg (er) Riesling | The true noble German Riesling variety, which produces in America an elegant, fragrant, fruity wine of fine character. California and New York. |
| White Riesling | Wine similar to the Sylvaner. California. |
| Sauvignon Blanc | Can be a dry, medium, or even sweet wine. Fairly full in flavor and body. Pleasant all-purpose wine. California. |
| Semillon Blanc | Like the Sauvignon Blanc it can be dry, medium, or sweet, with a rich fruity fragrance. California. |
| Sylvaner | A soft, pleasant, medium-bodied wine with nice fruitiness, like the White Riesling. California. |
| Traminer | Originally from Germany and Alsace, its wines in California are charming, very fragrant, even flowery. They are soft and not too dry. Some casks will develop a spicy, more elegant aroma and their wines will then be labeled Gewurztraminer, which in Germany means spicy Traminer. |

(continued)

*U.S. Wines are divided into two groups: California—produced in California, and American—produced in other parts of the country.*


savory **swiss steak** bakes blissfully in a "dutch oven" of Reynolds Wrap®. why, specifically, Reynolds Wrap? because Reynolds Wrap is **oven-tempered for flexible strength.** oven-tempered for a special resistance to tearing. a special kind of strength that seals tight, holds in flavor. re-usable, too. no wonder more women buy **Reynolds Wrap** than all other foils combined.



Reynolds Wrap OVEN-TEMPERED for FLEXIBLE STRENGTH HEAVY DUTY FOIL

Watch "THE RED SKELTON HOUR" Tuesdays, CBS-TV
Reynolds Metals Company, Richmond, Va. 23218

**SWISS BLISS**

½ tablespoon butter or margarine
2 pounds chuck steak, cut 1-inch thick
1 envelope onion soup mix
½ pound mushrooms, sliced
½ green pepper, sliced
1-pound can tomatoes, drained and chopped (reserve juice)
¼ teaspoon salt
Freshly ground pepper
½ cup juice from canned tomatoes
1 tablespoon A-1 Steak Sauce
1 tablespoon cornstarch
20-inch sheet of Heavy Duty Reynolds Wrap
1 tablespoon chopped parsley
Assorted garnishes as desired

Spread center of Reynolds Wrap with butter or margarine. Cut steak into serving portions. Arrange on foil, slightly overlapping each portion. Sprinkle with onion soup mix, mushrooms, green pepper, tomatoes. Season. Mix juice, A-1 Sauce and cornstarch. Pour over meat and vegetables. Bring foil up over and double-fold edges to seal tightly. Bake 2 hours in moderate (365°F.) oven. Roll back foil and sprinkle with parsley. Makes 4 generous servings.

# What's America's number one cereal, hot or cold?

It's the truth.

More people do sit down to a good warm bowl of Quaker Oats in the morning than any other brand of cereal in America.

You look a little surprised.

Could it be you've forgotten the heart-warming, roasty-toasty taste of Quaker Oats? Or the way it feels inside when it's cold outside?

Maybe you're overlooking the way a kindly bowl of Quaker Oats gets you off to a flying start on a busy day. And how it sticks to your ribs to help keep you going full steam ahead right through to lunchtime.

Nutritionally, there's every reason why people eat Quaker Oats. It's good honest food—loaded with natural nourishers, energizers, builders and boosters. And most important, protein. More protein than whole wheat, corn or rice. Valuable protein that makes young things grow. And keeps grown-ups going. That's why a lot of weight-conscious grown-ups make Quaker Oats part of their diet.

You look surprised again.

Did you know that a bowl of Quaker Oats has only two more calories than a bowl of corn flakes? And it gives you a warm, satisfied feeling that's great to have, whether you're dieting or not.

There are other reasons why Quaker Oats is the number one cereal. Sensible reasons. Funny reasons. Nostalgic reasons. You probably have reasons of your own. If you know what's good for you.

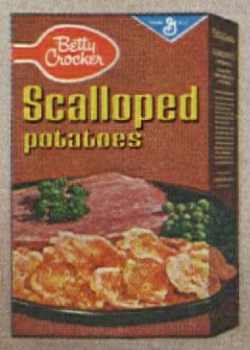
# Wouldst thou believe Quaker Oats?






## How to dress up pork chops

Add a delicious accessory—Betty Crocker Scalloped Potatoes. The rich, creamy sauce never curdles. Oven-ready in three minutes. With Betty Crocker Scalloped Potatoes, you've always got a menu up your sleeve.





| Type | Color | Wine |
|---|---|---|
| | | **Louis M. Martini** |
| Table | Red | Cabernet Sauvignon ($2) |
| Table | Pink | Gamay Rosé ($1.55) |
| Table | White | Gewurztraminer ($2.30) |
| Table | White | Johannisberger Riesling ($2.30) |
| Table | Red | Pinot Noir ($2. Spec. Selec., $2.98.) |
| Sherry | White | Pale Dry Sherry ($1.75) |
| Table | Red | Zinfandel ($1.50) |
| | | **Paul Masson Vineyards** |
| Table | White | Emerald Dry ($1.90) |
| Table | Red | Gamay Beaujolais ($1.85) |
| Table | White | Pinot Chardonnay ($2.20) |
| Table | Red | Pinot Noir ($1.95) |
| Sparkling | White | Champagne Brut ($4.40) |
| Sparkling | White | Champagne Extra Dry ($4.40) |
| Sherry | White | Rare Dry Sherry ($2.90) |
| Port | Red | Rare Tawny Port ($2.90) |
| | | **Mirassou Vineyards** |
| Table | Red | Cabernet Sauvignon* |
| | | **Novitiate of Los Gatos** |
| Sherry | White | Flor Sherry ($1.65) Black Muscat ($2) |
| | | **Parducci Wine Cellar** |
| Table | Red | Zinfandel White |
| | | **Samuele Sebastiani** |
| Table | Red | Barbera ($1.79) |
| | | **Souverain Cellars** |
| Table | White | Green Hungarian ($1.79) |
| Table | White | Johannisberger Riesling* |
| Table | Red | Zinfandel* |
| | | **Stony Hill Vineyard** |
| Table | White | Pinot Chardonnay (except 1963)* |
| | | **Wente Bros.** |
| Table | White | Pinot Blanc ($1.79) |
| Table | White | Pinot Chardonnay ($3) |
| Table | White | Dry Sauvignon Blanc ($2) |
| Table | White | Sweet Semillon ($1.70) |
| | | **New York: Gold Seal Vineyards** |
| Table | White | Fournier Nature ($1.95) |
| Table | White | Johannisberger Riesling Spatlese ($2.49) |
| Table | White | Pinot Chardonnay ($1.95) |
| Sparkling | White | Fournier Brut Champagne ($4.80) |
| | | **Pleasant Valley Wine Co. (Great Western)** |
| Table | White | Delaware ($2.25) |
| Table | White | Diamond ($2.25) |
| Table | White | Vin Blanc Sec ($2.25) |
| Sparkling | White | Great Western Extra Dry ($4.80) |
| | | **The Taylor Wine Co.** |
| Table | Pink | Vin Rosé ($1.60) |
| Sparkling | White | Champagne Brut ($4.25) |
| Sparkling | White | Pink Champagne ($4.25) |
| Sherry | White | Dry Sherry ($1.60) |
| | | **Vinifera Wine Cellars Dr. Konstantin Frank** |
| Table | White | Johannisberger Riesling Spatlese, (Auslese or Trockenbeeren-auslese) ($4.50) |
| | | **Widmer's Wine Cellars, Inc.** |
| Table | White | Catawba ($1.75) |
| Table | White | Elvira ($1.75) |
| Table | White | Niagara ($1.60) |
| Sherry | White | Dry Sherry ($2.15) |
| | | **Maryland: Boordy Vineyard** |
| Table | Pink | Rosé* |
| | | **Ohio: Meier's Wine Cellars** |
| Table | White | Catawba ($1.60) |
| Sherry | White | Cream Sherry ($1.60) |

*Price not available*

## U.S. WINES (continued)

**U. S. STATE DEPARTMENT SUGGESTED WINE LIST**

*All prices are approximate.*

| Type | Color | Wine |
|---|---|---|
| | | **California: Almadén Vineyards** |
| Table | Red | Cabernet Sauvignon ($2. Vintage, $3.) |
| Table | White | Pinot Chardonnay ($2. Vintage, $3.) |
| Table | Red | Pinot Noir ($2. Vintage, $3.) |
| Table | White | Johannisberger Riesling ($2. Vintage, $3.) |
| Table | White | Gewurztraminer ($2. Vintage, $3.) |
| Table | Pink | Grenache Rosé ($1.40. Vintage, $1.70.) |
| Sparkling | White | Blanc de Blanc Champagne ($6) |
| Sherry | White | Solera Sherry ($1.50) |
| Sherry | White | Cocktail Dry Sherry ($1.50) |
| | | **Beaulieu Vineyard** |
| Table | Red | Cabernet Sauvignon ($2.30) |
| Table | Red | Cabernet Sauvignon Private Reserve ($3.60) |
| Table | Red | Beaumont Pinot Noir ($3.60) |
| Table | White | Beaufort Pinot Chardonnay ($3.60) |
| Table | White | Beauclair Johannisberger Riesling ($2.40) |
| Table | Pink | Grenache Rosé ($1.70) |
| Sparkling | White | Brut Champagne ($4.80) |
| | | **Beringer Brothers** |
| Table | Red | Pinot Noir ($1.70) |
| | | **Buena Vista Vineyard** |
| Table | Red | Cabernet Sauvignon ($2.70) |
| Table | Red | Zinfandel ($1.95) |
| Port | Red | Vintage Port ($2.45) |
| | | **Christian Brothers** |
| Table | White | Dry Sauvignon Blanc ($1.85) |
| Table | White | Chateau La Salle ($1.70) |
| | | **Concannon Vineyard** |
| Table | Red | Cabernet Sauvignon—numbered bottling ($2.20) |
| Table | White | Sauvignon Blanc—numbered bottling ($2) |
| | | **Cresta Blanca Wine Co.** |
| Table | White | Premier Semillon ($3.79) |
| Table | Red | Zinfandel ($1.65) |
| | | **Ficklin Vineyards** |
| Port | Red | Tinta Port ($2.20) |
| | | **Hallcrest Vineyards** |
| Table | Red | Cabernet Sauvignon* |
| | | **Inglenook Vineyard** |
| Table | Red | Cabernet Sauvignon ($2.85) |
| Table | Pink | Navalle Rosé ($1.60) |
| Table | White | Pinot Chardonnay ($2.85) |
| Table | Red | Pinot Noir ($2.85) |
| Sherry | White | Pale Dry Sherry ($2.85) |
| | | **F. Korbel & Brothers** |
| Sparkling | White | Brut Champagne ($5. Vintage, $5.99.) |
| Sparkling | Pink | Pink Champagne ($4.95) |
| | | **Hanns Kornell Cellars** |
| Sparkling | White | Brut Champagne ($4.90) |
| | | **Charles Krug Winery** |
| Table | Red | Cabernet Sauvignon ($2.30) |
| Table | White | Chenin Blanc ($1.80) |
| Table | Pink | Gamay Rosé ($1.55) |
| Table | White | Johannisberger Riesling ($2) |
| Table | White | Pinot Chardonnay ($2.65) |
| Table | Red | Pinot Noir ($2.60) |
| Table | Red | Mountain Zinfandel ($1.55) |


## Make humble hot dogs proud

Serve 'em alongside Betty Crocker Au Gratin Potatoes. Tender potato slices smothered in a zesty, aged Cheddar cheese sauce. Oven-ready in three minutes. The "hot-doggers" in your family will love you for it.






# "READ THE LABEL"

We've all seen these words many times. But reading the label won't help unless you know what you're looking for and understand what you read. Label reading is important on everything you buy, particularly so on wearing apparel that demands frequent and proper care.

So if you're in the market for a new fall outfit (and even if you're not!) read on and take our short course in label reading.

### FIBER CONTENT

By law, all fabrics must have a label telling you what they're made of, and, if it's a blend, the percentage of each fiber in the blend. Knowing fiber content is a good way of knowing how that fabric will work for you. For instance, a blouse of 65 percent cotton and 35 percent polyester will have the absorbency and comfort of cotton and the crease-resistance of polyester. The fiber content of less than 5% (usually listed as "other fiber" or "fibers") is not enough to give any of that particular fiber's characteristics to the fabric.

### SPECIAL FINISHES

What kind of finish (if any) has been applied to that garment? There are finishes to add body or to make the fabric softer; to make it water-repellent, fireproof, mildew-resistant, mothproof, or antistatic. The latest development in finishes is permanent or durable press (an extension of wash-and-wear) which gives the fabric a "memory" for a smooth surface and crisp creases.

When noting various finishes on a label or hangtag, here are some questions you'll want to ask yourself.

- *What will it do for me?* Adding a finish may add to the cost of a garment. Consider how much that particular kind of finish will increase the value of that garment for you.
- *What is the evidence of the quality of finish?* Unfortunately there are manufacturers who apply a "finish" which washes out in the first washing—and you end up disenchanted with all finishes of this sort. To save yourself this kind of disappointment, read the description of the finish on the label carefully. Don't be misled by glib promises of fantastic performances. A simple statement of fact, or a guarantee, is much more believable. For example, a label telling about a shrink-resistant finish should guarantee that a garment will shrink no more than one percent.
- *Look for special-care instructions.* Does the garment need more specialized care than you want to give it?

### CARE

Remove and save all care instructions so you have them on hand when you launder. They should answer these questions: Can the garment be washed? By hand or by machine? What setting on the washing machine should I use if it's machine washable? Can I use hot water to wash it? Can it be ironed, and if so, how hot should the iron be? Should it be drip-dried or can I dry it in the dryer? Can it be dry-cleaned?

An informative label should answer all these questions. The manufacturer who takes the trouble to give you complete information and instructions is the manufacturer who will make the effort to provide you with a quality product.





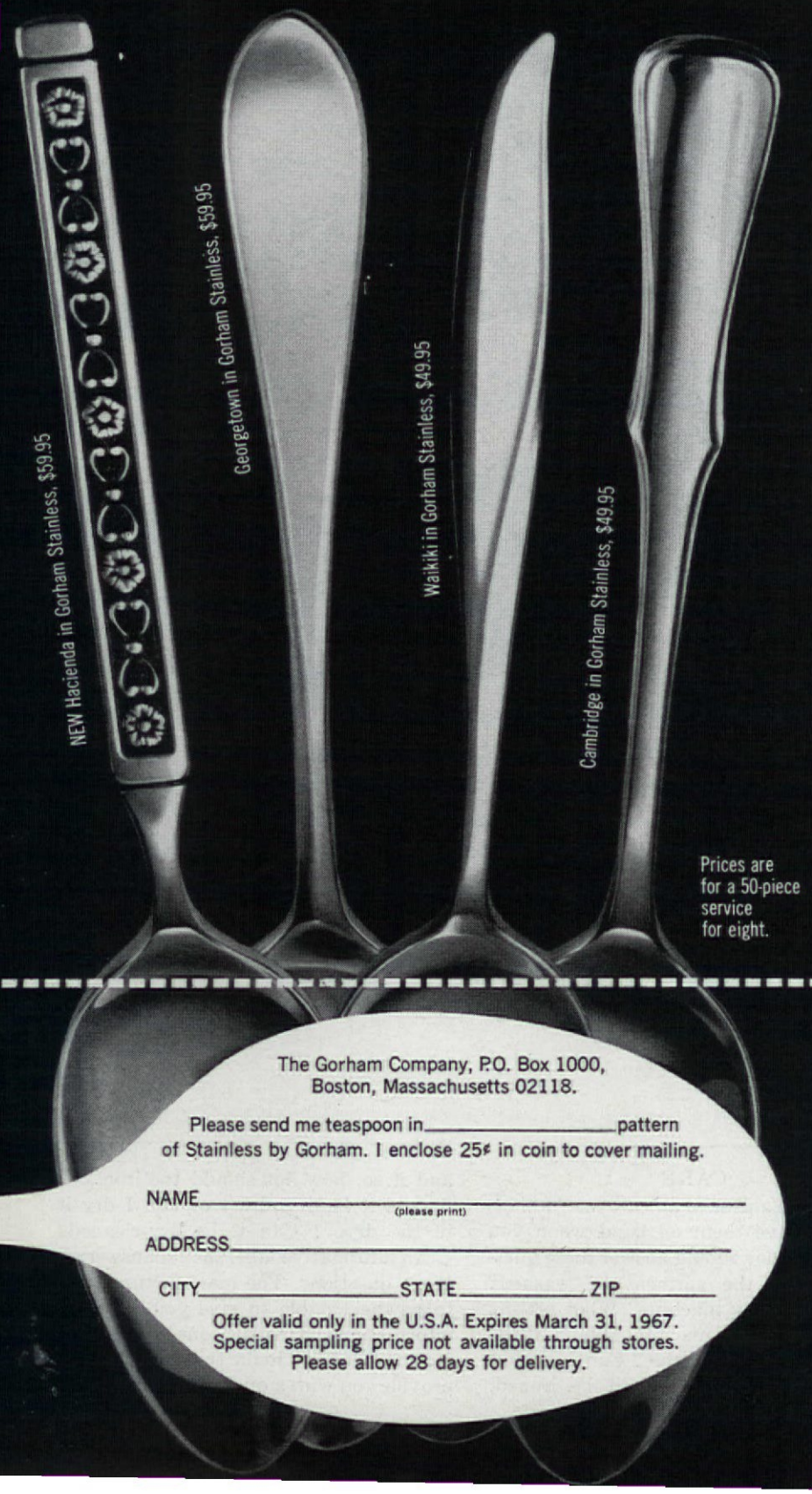
Try Coffee-mate non-dairy coffee creamer. Needs no refrigeration. And there are only 11 calories in a level teaspoon. From Carnation®




**We'll send you a teaspoon...**

then, see for yourself just how great today's stainless can be. Pick a pattern. Send us 25¢ in coin, and you'll receive an introductory teaspoon in solid stainless by famous Gorham. America's leading silversmiths since 1831.

# STAINLESS BY GORHAM




Prices are for a 50-piece service for eight.

The Gorham Company, P.O. Box 1000, Boston, Massachusetts 02118.

Please send me teaspoon in_____pattern of Stainless by Gorham. I enclose 25¢ in coin to cover mailing.

NAME_____
(please print)

ADDRESS_____

CITY_____ STATE_____ ZIP_____

Offer valid only in the U.S.A. Expires March 31, 1967. Special sampling price not available through stores. Please allow 28 days for delivery.



COMING SOON–

# AMERICAN HOME COOKBOOK!

For months we've been busy working on an exciting project. We're publishing an *American Home Cookbook!* It will be the newest, most up-to-date, all-purpose cookbook on the market.

The answer to every cook's dream, it is a complete guide for shopping, meal planning, entertaining, and learning about foods as well as for cooking. Whether you are a new bride looking for basic cooking instructions or an experienced cook looking for fresh ideas, this is how the *American Home Cookbook* will fill *all* your cooking needs:

**MORE THAN 2000 RECIPES.** Never before published in book form, all carefully tested and taste-tested for excellence ● Recipes your skills can progress with—all the way from easy dishes for beginners to more complicated gourmet recipes ● Brand-new dishes and well-loved classics, favorites from the magazine as well as many newly developed dishes ● Recipes for every course, every taste, every occasion. Explicit and easy-to-follow recipe instructions.

**WHEN YOU ENTERTAIN.** Planning a party ● Dinner-party menus and table settings ● Cocktail parties ● Ideas for brunches and lunches ● Parties for children and teen-agers.

**MEAL PLANNING.** Menus for every meal ● New ideas for family meal planning ● Nutrition and dieting.

**FOOD SHOPPING.** Special guide to convenience foods ● Supermarket glossary ● Helpful tips on buying, handling, and storing all types of food.

**GUIDE TO WINES.** A basic primer of American and imported wines ● Guide to selecting and serving.

**SPICE AND HERB GUIDE.** All the important spices and herbs described ● Special tips for their uses in cooking.

**OUTDOOR COOKING.** Barbecues, spit cooking ● Outdoor cooking equipment ● Many new ideas and recipes for cooking outdoors.

**FREEZING AND PRESERVING.** How to freeze all types of foods ● Easy new preserving recipes.

All in a handsomely designed book with hundreds of cooking how-tos and tips, 16 beautiful full-page color pictures, a complete, cross-reference index.

Look for the *American Home Cookbook* in the bookstores in November! You'll also be able to order it next month through a special offer in the magazine. Want to make your favorite cook the happiest person in the world? Give her (or him) the *American Home Cookbook* for Christmas!




# FUNNY HOW MANY ITALIANS TRY TO BE LIKE YOU

They try to look like you.
Even to copying your bottle.
But you're the real Italian,
Wish-Bone.
You're sassy.
With young tender garlic.
Mild peppers.
Lively oregano.
Pure golden oil.

Pungent vinegar, mellowed
by beechwood chips.
Wish-Bone still makes you
just like they did in the old
country.
From the same recipe. Only
Wish-Bone makes bigger
batches.

You're for finicky, fussy
people who can't be fooled
by a phony.
You're the real Italian.
Wish-Bone Italian!
Also try: Tahitian Isle · Cheese ·
Garlic Flavored French ·
Deluxe French · Monaco French ·
Golden Italian · Russian

# APPLES AND DOUGHNUTS

Autumn days seem to be chock-full of occasions for teen-age get-togethers—from informal after-school gatherings to football celebrations. What to serve? Doughnuts, apples, and cider are a perfect combination. Serve some apples to eat out of hand, coat some with candy or caramel. And for a change, try mulled cider or a hot fruit toddy. Either one is particularly good on a cold day.

### ORANGE BUTTERMILK DOUGHNUTS

**2 eggs**
**1 c. sugar**
**3 tbs. soft shortening**
**1 tbs. grated orange rind**
**4¼ c. sifted all-purpose flour**
**2 tsp. baking powder**
**1 tsp. baking soda**
**½ tsp. salt**
**1 c. buttermilk**
**Fat or pure vegetable oil**
**2 c. sifted confectioners' sugar**
**2 to 3 tbs. orange juice**

Beat eggs, sugar, and shortening together until blended; stir in orange rind. Sift flour, baking powder, baking soda, and salt together; add alternately with buttermilk to egg mixture; chill 1 hour. Turn dough out onto floured board. Roll out ⅓ inch thick; cut with floured doughnut cutter. Put enough fat or oil into skillet or deep, heavy saucepan to have it 1½ inches deep when heated. Heat to 375° F. Fry doughnuts about 2 minutes or until golden brown on one side; turn; fry 2 minutes longer to brown other side. Drain on absorbent paper; cool. For glaze: Combine confectioners' sugar with enough orange juice to make thin glaze. Place doughnuts on wire rack; spoon glaze over each, or dip doughnuts into glaze; drain on wire rack. Let stand until glaze is set. Makes 28 doughnuts.

### DEVIL'S FOOD DOUGHNUTS

**2 sqs. unsweetened chocolate**
**1 tbs. shortening**
**2 eggs**
**1⅓ c. sugar**
**4 c. sifted all-purpose flour**
**4 tsp. baking powder**
**½ tsp. salt**
**1 c. milk**
**Fat or pure vegetable oil**
**3 sqs. unsweetened chocolate**
**3 tbs. butter or margarine**
**2 c. sifted confectioners' sugar**
**4 to 5 tbs. boiling water**
**¼ c. fine grated coconut**

Melt 2 squares chocolate with shortening over hot water; cool. Beat eggs and sugar until blended; beat in cooled chocolate mixture. Sift flour, baking powder, and salt; add alternately with milk to egg mixture. Turn dough out onto floured board. Roll out ⅓ inch thick; cut with floured doughnut cutter. Put enough fat or oil into skillet or deep, heavy saucepan to have it 1½ inches deep when heated. Heat to 375° F. Fry doughnuts about 2 minutes or until golden brown on one side; turn; fry 2 minutes longer to brown other side. Drain on absorbent paper. May be served plain, sugared, or glazed. To sugar doughnuts, place sugar in paper bag; drop in doughnuts, a few at a time. Shake until well coated. Repeat until all are coated. For glaze: Melt 3 squares chocolate with butter or margarine over hot, not boiling, water; blend well. Stir in confectioners' sugar and enough boiling water to make a thin glaze. Dip doughnuts into glaze; place on wire rack; sprinkle with coconut. Let set. Makes 20 doughnuts.







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***—with half the calories***

Enjoy the nourishing refreshment of milk with only half the calories. Drink Carnation Instant Nonfat Dry Milk. There's no fat. But *all* of milk's protein, *all* of milk's calcium and *all* of milk's B-vitamins. At a cost that's just about half that of ordinary milk. Delicious Carnation Instant—serve it soon.


### OLD-FASHIONED CRULLERS

**2 tbs. milk**
**1 c. boiling water**
**½ pkg. (4 servings) instant mashed potatoes**
**3 eggs**
**1 c. sugar**
**4 tbs. soft shortening**
**2½ c. sifted all-purpose flour**
**4 tsp. baking powder**
**1 tsp. salt**
**1 tsp. ground mace**
**Fat or pure vegetable oil**
**Cinnamon-sugar mix**

Add milk to boiling water; blend in mashed-potato mix; cool slightly. Beat eggs, sugar, and shortening together; stir in potatoes; beat until blended. Sift flour, baking powder, salt, and mace together; blend into egg mixture. Chill 1 hour. Turn dough out onto floured board. Roll out until it is ¼ inch thick and 6 inches wide. Cut into ½-inch-wide strips. Form strips into knots or twists. Put enough fat or oil into skillet or deep, heavy saucepan to have it 1½ inches deep when heated. Heat to 375° F. Fry crullers about 2 minutes or until golden brown on one side; turn; fry 2 minutes longer to brown other side. Drain on absorbent paper. Place cinnamon-sugar mix in paper bag; drop in crullers a few at a time; shake until well coated. Makes 24 crullers.

### CHOCOLATE NUT CHIPPERS

**2 eggs**
**½ c. sugar**
**3 tbs. soft shortening**
**2½ c. sifted all-purpose flour**
**2½ tsp. baking powder**
**½ tsp. salt**
**⅔ c. milk**
**1 tsp. vanilla**
**½ c. semi-sweet chocolate pieces**
**¼ c. chopped nuts**
**Fat or pure vegetable oil**
**Confectioners' sugar**

Beat eggs; add sugar and shortening; beat until blended. Sift flour, baking powder, and salt together; add alternately with milk to egg mixture; beat well after each addition. Stir in vanilla, chocolate pieces, and nuts. Put enough fat or oil in skillet or deep, heavy saucepan to have it 1½ inches deep when heated. Heat to 375° F. Drop dough by rounded teaspoonfuls into hot fat. Fry about 2 minutes or until golden brown on one side; turn; fry 2 minutes longer to brown other side. Drain on absorbent paper. When cool, sprinkle with confectioners' sugar. Makes 3 dozen.

### CANDY APPLES

**8 large red apples**
**8 wooden skewers**
**3 c. sugar**
**½ c. light corn syrup**
**½ c. water**
**1 tsp. cinnamon extract**
**1 tsp. red food coloring**

Wash and dry apples; insert skewers in stem ends of apples. Combine sugar, corn syrup, and water in deep, heavy saucepan. Bring to boiling over medium heat, stirring constantly. Cook without stirring until candy thermometer registers 285° F. (soft-crack stage). Remove from heat; add cinnamon extract and coloring; stir only enough to mix. Let mixture settle a few minutes. Hold each apple by skewer end; quickly twirl in syrup, tilting pan to cover apples with syrup. Allow excess to drip off; place on lightly buttered cookie sheet to cool. Store in cool place. Makes 8.

### CARAMEL APPLES

**4 or 5 medium-size apples**
**4 or 5 wooden skewers**
**1 pkg. (14 oz.) caramels**
**2 tbs. water**

Wash and dry apples; insert skewers into stem ends of apples. Combine caramels and water in top of double boiler. Cook over hot, not boiling, water until caramels are melted and sauce is smooth, stirring occasionally. Hold each apple by skewer end; dip into hot caramel sauce; twirl to coat, tilting pan to cover apples with caramel. Scrape bottom of apple across rim of pan to remove excess caramel. Place on buttered cookie sheet to cool. Store in cool place. Makes 4 or 5.

### MULLED CIDER

**2 qts. apple cider**
**½ c. brown sugar, firmly packed**
**2-inch piece stick cinnamon**
**1 tsp. whole allspice**
**1 tsp. whole cloves**

Mix cider and sugar in saucepan; add spices. Heat mixture slowly to simmering; cover; simmer 20 minutes. Strain. Serve hot in warm mugs. Makes 2 quarts.

### FRUIT TODDY

**1 c. sugar**
**1 c. light brown sugar, firmly packed**
**3-inch piece stick cinnamon**
**12 whole cloves**
**1½ qts. apple cider**
**½ c. lemon juice**
**3½ c. fresh or reconstituted frozen orange juice**
**2 c. water**
**2 lemons, thinly sliced**

Combine sugar, brown sugar, cinnamon, cloves, and cider in large saucepan; bring to boiling; simmer 5 minutes. Strain to remove spices. Return cider mixture to saucepan. Add lemon juice, orange juice, and water. Heat until piping hot. Serve hot in warm mugs or cups. Float lemon slice on each. Makes 3½ quarts.



# Feel like a healthy animal

# Charge up, sleek down with Special K

Loaded with sheer animal spirits! Is that you? Or have you been skimping on breakfast? If so, get with Kellogg's Special K Breakfast. Unloaded in calories—a scant 240. But loaded with good nutrition. Crisp, light Special K's loaded with protein. Loaded with vitamins. Loaded with vitality. Feel like a healthy animal.

Charge up, sleek down with Kellogg's Special K.

**Kellogg's SPECIAL K**

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## FAMOUS SPECIAL K BREAKFAST

4 ounces orange or tomato juice
—or half a medium grapefruit
1½ cups (1 ounce) Special K
with 1 teaspoon sugar
and 4 ounces skim milk
Black coffee or tea
Only 240 calories

*Du Pont's registered trademark for its TFE non-stick finish.

GF GENERAL FOODS

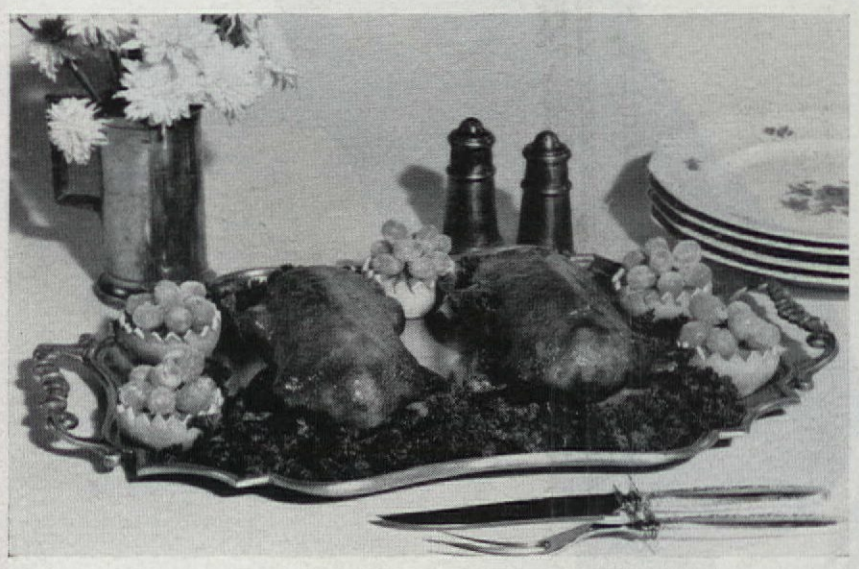
That's Tuffy®. That nice little red and yellow plastic mesh ball. Scrubs the dirt off carrots without scrubbing the skin off. Ditto potatoes. Cleans up bathtubs. Elbows. Knees. And you thought it was only great on pots, dishes, casseroles, silver. And for cleaning Teflon* without scratching. Maybe you ought to have two.

TUFF

Tuffy, the pot scrubber. For cleaning carrots?

# THE MEMPHIS COOKBOOK

This book, published by the Memphis Junior League, is a delightful collection of over 700 recipes that truly capture the tradition of southern cooking. Here's just a sampling from the chapter on game. The book is available in many gift and department stores or by sending $3.25 to the Junior League of Memphis, Inc., 2711 Union Extended, Memphis, Tennessee 38112. All proceeds from its sale go to the League's welfare fund, to be used for charitable purposes such as the Memphis Speech and Hearing Center.



### ROAST WILD DUCK

**Salt**
**Pepper**
**1 potato**
**1 onion**
**2 t. butter**
**Garlic clove**
**Bacon strips**
**½ c. sherry**

When duck is picked and cleaned, soak in strong salt water for 3 hours. Dry thoroughly inside and out. Rub with salt and pepper. Place a peeled potato and an onion inside the duck. Be sure to remove them before serving as they absorb the strong flavor. Have electric roaster* preheated, add butter. When butter is hot, place duck in roaster and put strips of bacon across the breast. A small pod of garlic may be added if desired. Cover roaster and cook for 25 minutes at 500°. Reduce temperature to 250° and cook 2½ hours. When almost done, add sherry. Lift out duck and strain gravy, which may be thickened with a light cream sauce. (*Or roast, uncovered, in oven.)

### WILD DUCK AND DRESSING

**2 ducks**
**2 pinches rosemary**
**2 t. thyme**
**2 bay leaves**
**1½ T. cornstarch**
**Salt and pepper**

Stuff ducks with dressing and sew up tightly so it will not come out during cooking. Sprinkle outside liberally with salt and pepper. Put breasts down in ½ inch water in roasting pan. Add rosemary, thyme and bay leaves to the water, also the giblets if you have them. Preheat the oven to 275° F., have the ducks at room temperature. Cover roasting pan and cook for 2 hours. Basting unnecessary. Make gravy from liquid in pan by thickening with cornstarch and seasoning with salt and pepper.

**Dressing**

**2 c. crumbled corn bread made with yellow meal**
**2 c. dried bread crumbs**
**⅓ c. green pepper, cut fine**
**½ c. onions, cut fine**
**4 T. bacon grease**
**¾ c. celery, cut fine**
**1½ t. salt**
**½ t. pepper**
**1 t. rubbed sage**
**½ t. poultry seasoning**
**½ c. warm water**

Cook green peppers, onions and celery in skillet in bacon grease until tender. Add to corn bread and bread crumbs. Add seasonings and warm water. This makes 4 cups of dressing.

### WILD DUCK IN SOUR CREAM

**2 ducks**
**2 onions**
**2 c. chicken broth or water**
**3 garlic cloves**
**4 bay leaves**
**Parsley and fennel**
**1 t. thyme**
**Salt and pepper**
**Nutmeg**
**2 c. sour cream**
**2 T. sugar**
**2 T. lemon juice**

Dress ducks, place onion in each and truss for roasting. Place them in roaster with hot chicken broth or water. Tie in a cloth, garlic cloves, bay leaves, thyme, a little parsley and fennel and place in broth. Salt and pepper birds and sprinkle with nutmeg. Cover and roast for 1 hour at 350°, adding more liquid if necessary. Remove bag of spices and onions. Take birds from roaster, skim off fat and add sour cream, sugar and lemon juice, all blended together, to the broth in the pan. Broil rapidly until thickened, stirring vigorously. Add more liquid if necessary. Return birds to roaster and place in 250° oven for 15 to 20 minutes.

### ROAST DUCK

**Flour**
**Apple**
**Onion**
**Celery**
**Consommé and water (1 can of each for every 4 ducks)**
**1 c. sherry wine**

Clean and pick ducks, rub with bacon drippings, pat with flour (this is done so they will not brown too early). Take a nice-sized piece of apple, onion and celery and put them inside each duck, also put in the roaster. Add to this the consommé and water. If you have a self-basting roaster, don't fail to use it as it will improve the ducks 100%. Place ducks in covered roaster in 275° oven for 4 hours, basting frequently. Add sherry wine and cook ½ hour longer. Scrape off flour, brown and serve.

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Here's a candle extremely popular this season — a stately pillar — 3" in diameter with a crackle finish and which burns with your favorite scent. Available from 3" to 15" tall. Bayberry (Pome Green), Pine (Red), Spice (Autumn Gold), Magnolia (White). Ask at your favorite shop for Colonial "Masterpiece in Wax" number 636.

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HYANNIS, MASS.

Got leaks around your tub?

DOW CORNING SILASTIC BATHTUB CAULK

Seal 'em with Dow Corning Silicone Rubber Caulk—the only one with new Anti-Mildew feature!

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# *Dare to be Different!..* Go Hollywood®

## DIET BREAD




Join the slim set with the "in" bread—and Go Hollywood—Hollywood Diet Bread. Thinly sliced and cleverly different, it's large on flavor but Oh, how it skimps on calories! Imagine, baked without shortening with 8 taste-sensational vegetable flours.

SO YOU SEE, THERE'S NOTHING AT ALL ORDINARY ABOUT THIS BREAD—HOLLYWOOD DIET BREAD!

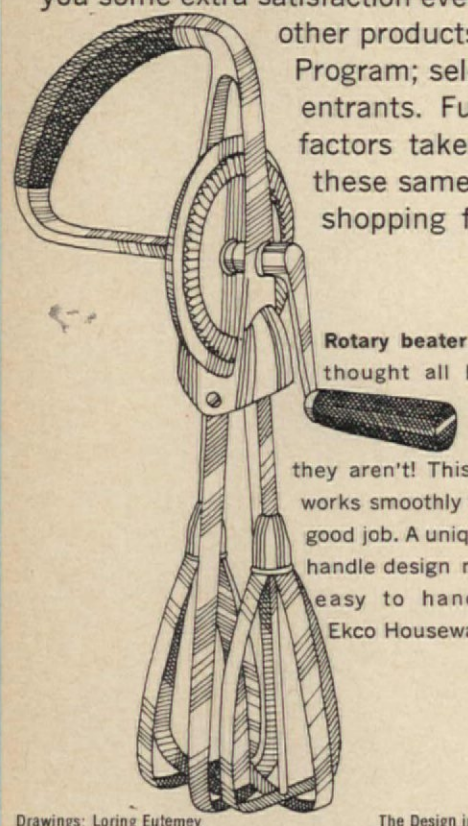
Available at your market—your choice of LIGHT or DARK.

If Product or Performance Defective ★ Good Housekeeping Guarantees Replacement or Refund to Consumer

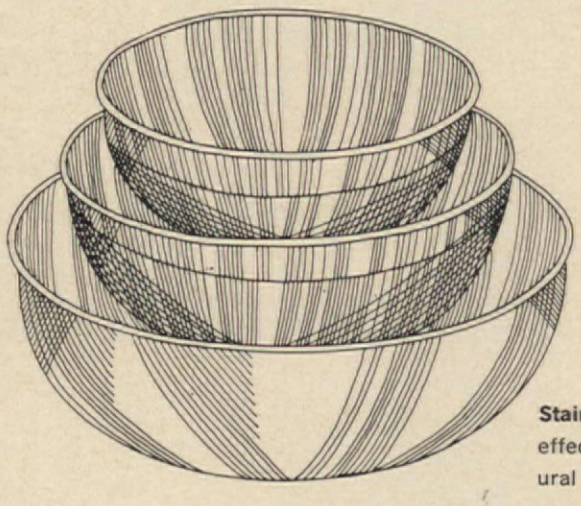
*FREE! New 7 Day Diet Booklet—Ask your grocer for your copy of this informative guide or write Hollywood Diet Bread, Department AH, Box H, Hollywood, Florida.*

# GOOD DESIGN IN HOUSEWARES

Because you use them every day, good design is doubly important in ordinary kitchen and household utensils. Here are eight examples of quality through design that will give you some extra satisfaction every time you use them. They were chosen, along with 86 other products, as winners of a recent Design in Housewares Award Program; selected for their excellence of design from over 250,000 entrants. Function, practicality, and appearance were the basic factors taken into consideration in making this selection. Keep these same points in mind to use as your guidelines when you're shopping for a selection of housewares to use in your home.



**Rotary beater.** If you thought all beaters were alike, they aren't! This beater works smoothly to do a good job. A unique side-handle design makes it easy to handle. By Ekco Housewares Co.



**Stainless steel mixing-bowl set.** Pleasing design from effective use of simple, functional lines and the natural beauty of a material. By Norris-Thermador Corp.



**Dry rug cleaner applicator.** The design of this product makes all aspects of the job as convenient as possible—it's lightweight and easy to handle, constructed so you can fill it quickly, and it works efficiently. By Bissell Inc.

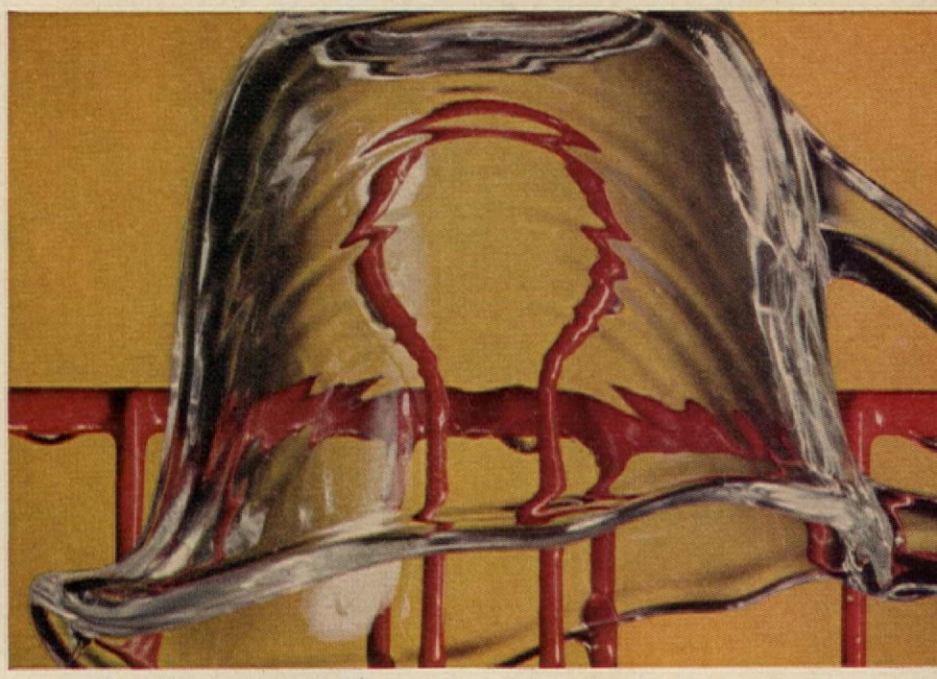
Drawings: Loring Eutemey

The Design in Housewares Award Program was sponsored by the National Housewares Manufacturers Association and coordinated by the National Design Center.

# See how Cascade eliminates drops that spot!




**Some dishwasher detergents allow water drops to form on dishes. These drops dry into ugly spots!**

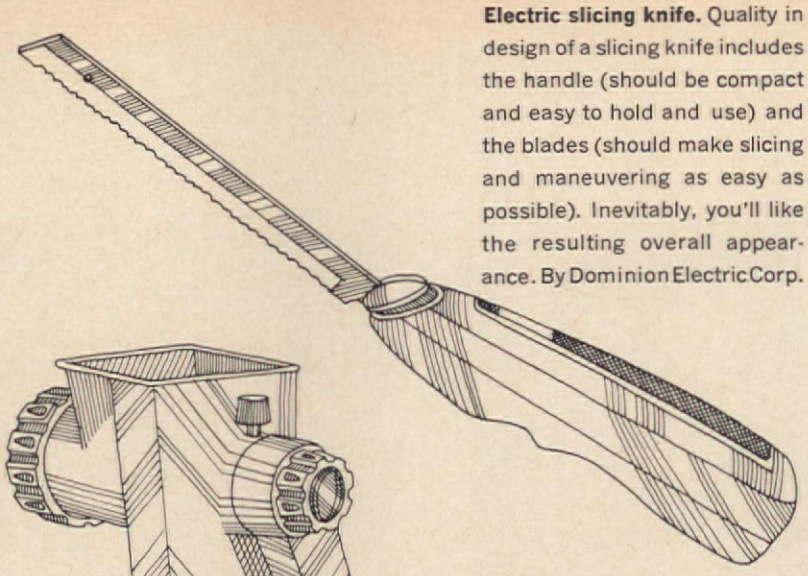


**Only Cascade has Chlorosheen to make water rinse off in clear sheets. Drops don't form, so dishes dry spotless!**

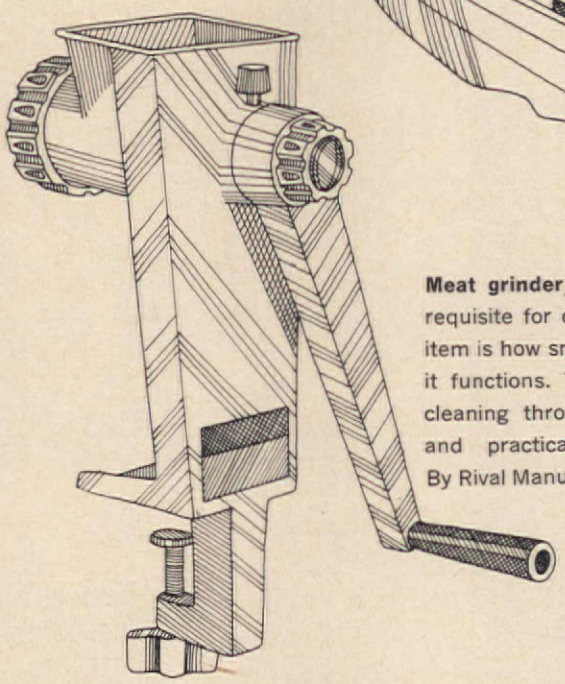
You discover how beautifully spotfree your dishes can be when you discover Cascade! No more ugly spots. No more towel touch-ups. Just sparkling dishes you're proud to take straight from your dishwasher to your table! Only Cascade has Chlorosheen to eliminate drops that spot. Its amazing "sheeting action" lets dishes dry spotless!

Cascade actually *protects* fine china patterns. More women prefer it. Every dishwasher maker approves it. Cascade—wow!





**Electric slicing knife.** Quality in design of a slicing knife includes the handle (should be compact and easy to hold and use) and the blades (should make slicing and maneuvering as easy as possible). Inevitably, you'll like the resulting overall appearance. By Dominion Electric Corp.

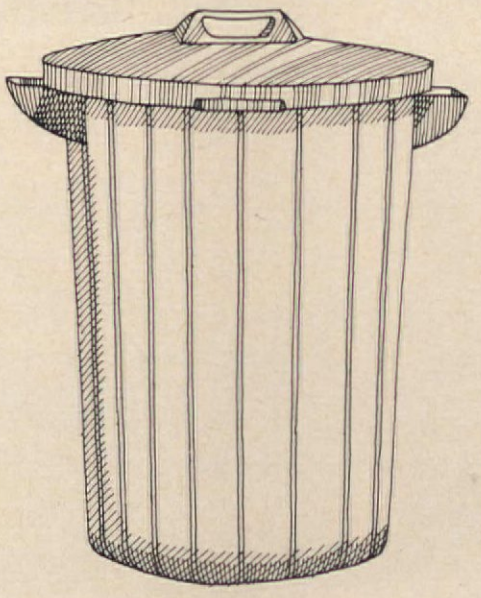


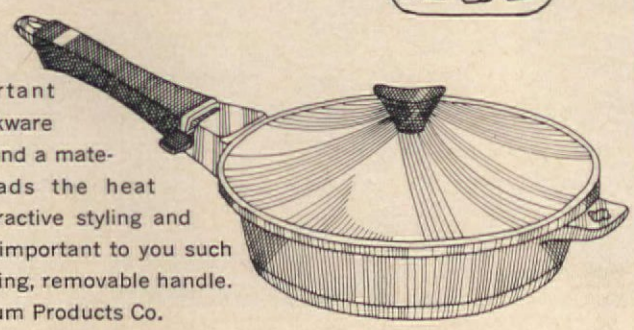
**Meat grinder/food chopper.** A prerequisite for choosing a housewares item is how smoothly and effortlessly it functions. Then look for ease of cleaning through uncluttered lines, and practical, durable materials. By Rival Manufacturing Co.



**Blending whip.** What do you look for in an all-purpose kitchen utensil? A simple design that tells you in a minute how you are going to use it. This whip is nylon so it can be used with all finishes. By Foley Manufacturing Co.

**Refuse container.** A good combination of practical features (easy-to-grip handles, tight-fitting lid, and sturdiness) with attractive lines and colors. By Rubbermaid, Inc.





**Cast Aluminum Frypan.** Important features in cookware are sturdiness and a material that spreads the heat evenly. Add attractive styling and bonus features important to you such as nonstick coating, removable handle. By Club Aluminum Products Co.






**Ever hear of an outdoor grill that's ready to go in a minute?**

*CHARMGLOW'S GAS BARBEQUE IS.*

**Ever hear of an outdoor grill that doesn't leave ashes?**

*CHARMGLOW'S GAS BARBEQUE DOESN'T.*

**Ever hear of an outdoor grill with controllable heat?**

*CHARMGLOW'S GAS BARBEQUE HAS IT.*

And what's more, Charmglow's new Gas Barbeque distributes the heat evenly from one end of the steak to the other. Makes for flavorful food cooked just the way you like it. Indoor convenience, outdoor flavor, even a rotisserie if you like–all on this neat, all-weather Charmglow Gas Barbeque. See it at your dealer or Gas company. AMERICAN GAS ASSOCIATION, INC.

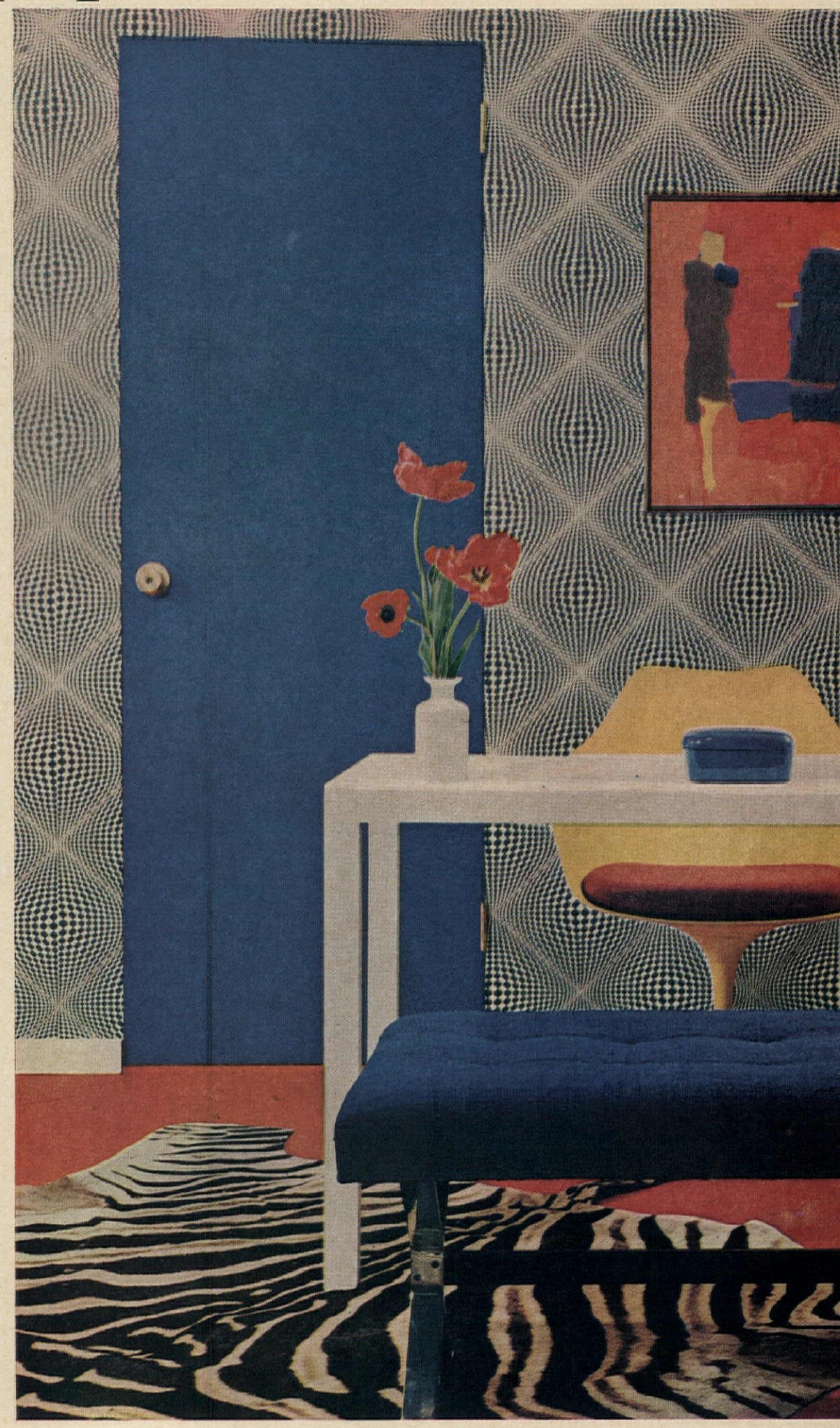
For modern outdoor living,

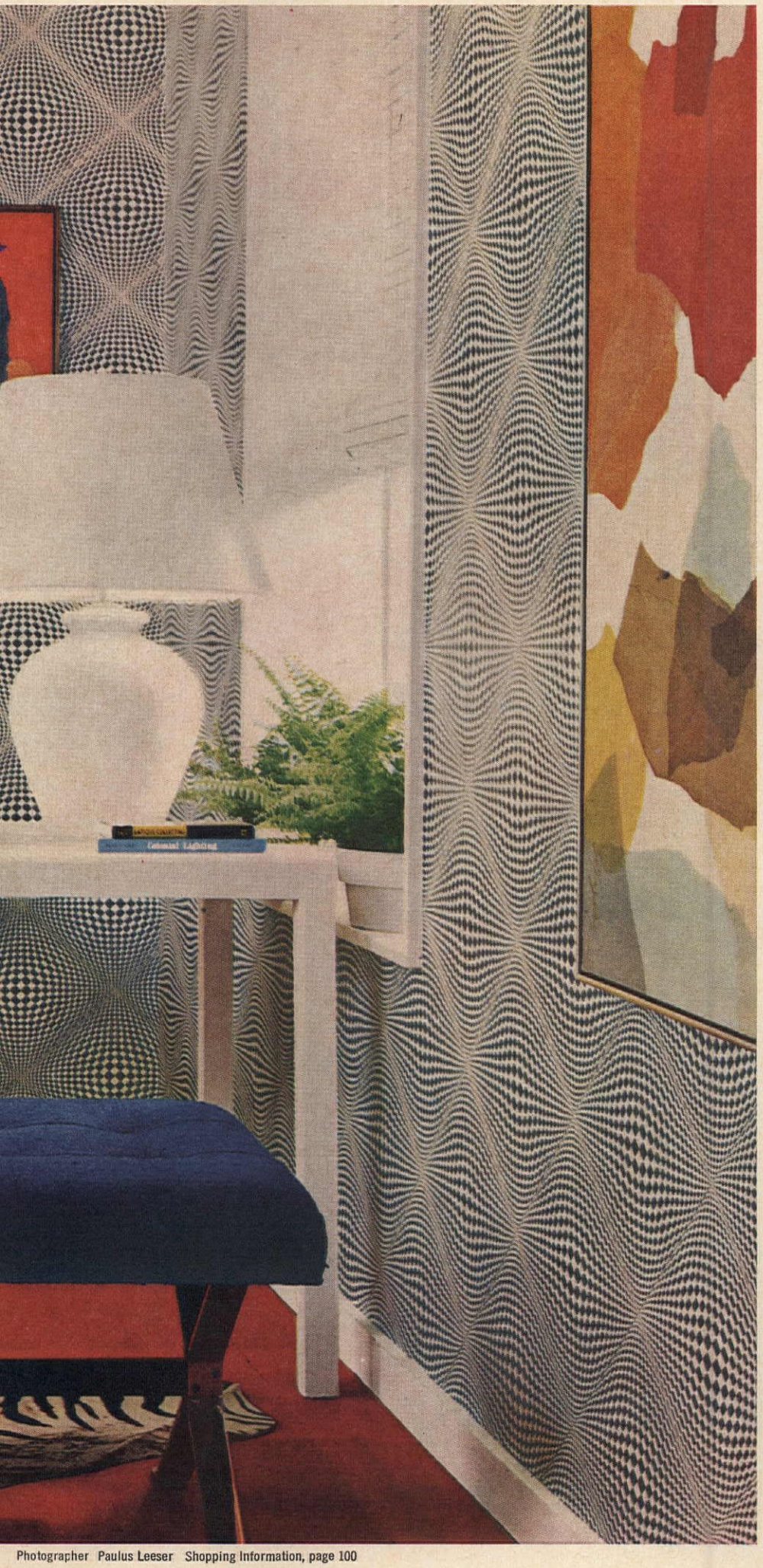
**Gas makes the big difference**

...costs less, too

# Wallpaper sets the scene

If you want to add character to your rooms—try wallpaper. Look at our pictures. Would you believe that they're all the same room? Imagine them minus the wallpapers and what have you got? Nothing but a very dull corner. Notice too how differently the papers are used. Only one of them, the black-and-white pattern, covers all four walls of the room. The other two mimic nonexistent architectural details, such as a dado or a paneled door. The all-important first step in the transformation of any room is to decide exactly how you want it to look when it's finished. Don't buy your wallpaper before you have the final effect you want to achieve completely clear in your mind's eye. And be very sure you have a precise mental image (a vague one won't do); that's how the real professionals such as Paul Krauss, A.I.D., work. With the kind of look he wanted clearly in mind he picked the perfect wallpapers to express his ideas. For a modern room he chose a black-and-white op-art print. A tile pattern and a stucco texture give a Mediterranean mood; for an elegant 19th-century room he used a flocked Empire green stripe. The tricks you can play with wallpaper are endless, the three shown here are only a small sampling of the possibilities. We've featured doors here, but why not play them down in a small room and make them disappear by covering them with paper to match the walls? This is especially easy with flush doors such as ours. Ceilings too take nicely to wallpapering; just be sure you pick a nondirectional wallpaper. That means one without an up or down view. Papers with matching borders work best in elegant period rooms. All papers are by United Wallpaper.

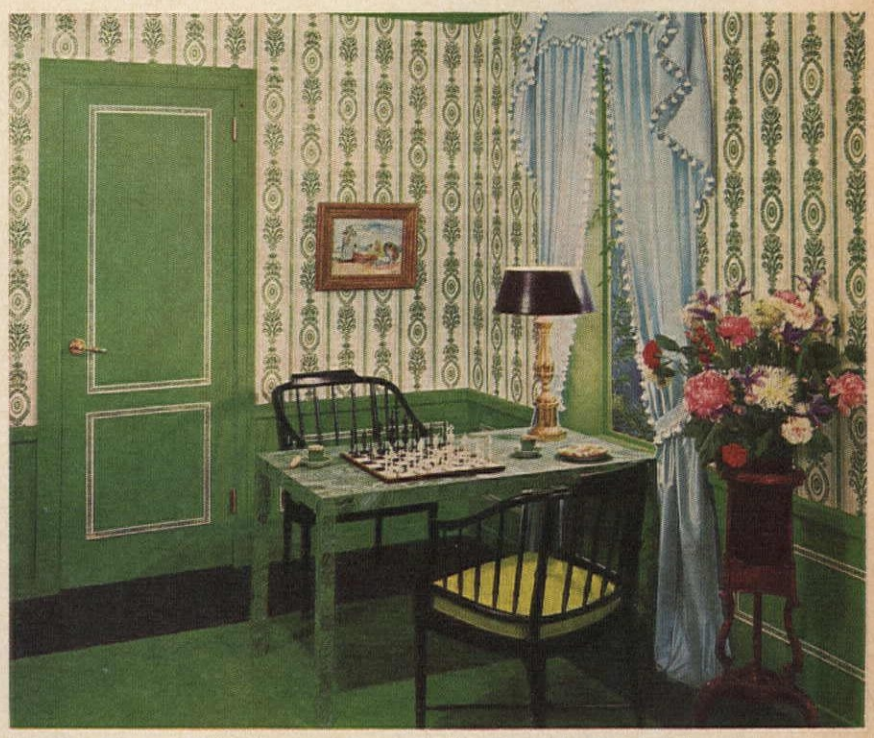




An op-art pattern (left) in increasingly important black and white gives this room its style: precise and to the point. Here the paper covers all four walls but you could also use a paper such as this on a single wall, painting or papering the others in white or a primary color. Since the pattern advances and recedes as op art will—other elements in the room are uncomplicated, for contrast.



The Mediterranean mood (a mélange of old Spain and Mexico) is interpreted here with a chocolate brown-and-white tile-patterned paper that adds importance to flush door and standard window. Designs such as this are easy to cut into borders for framing architectural openings. Extra touches: floor border (heavily coated with shellac) and papered window reveal. The stucco-textured wallpaper above the dado is in keeping with the room's Spanish feeling.



If you want to make your room more elegant and traditional, try an Empire stripe with flocked texture. Painted green dado (29 inches high) and door have been detailed with simple wood moldings (painted to match) and are "paneled" with a thin stripe cut from the wallpaper. Measure with care, paste stripe down firmly, note that mitered corners look more professional than square ones.

Photographer Paulus Leeser Shopping Information, page 100

# WHEN YOU'RE APARTMENT HUNTING

Apartment living today is taking on a new dimension. Buildings, even in metropolitan areas, are offering their tenants luxury resort facilities, such as parking areas, shops, valet service, catering, indoor pools, health clubs, beauty parlors, barber shops, pharmacies, and landscaped grounds. You may find your apartment in a high-rise, a circular tower, a two-family attached or detached house, a town house, or a garden apartment.

There are small town, city, suburban, new town, and vacation apartments. There is a great variety in the apartment as well as in the type of apartment building available. Chicago's Marina City, for example, was completed with a boat marina, bowling alleys, and ice-skating rink. Laguna Niguel, California, has two golf courses, beach club, riding club, parks and its own elementary school.

## FLOOR PLAN

The question remains as to what you should look for within the walls of each apartment. The layout or floor plan should divide the apartment into active and quiet zones. Bedrooms should be separated from the noisier living area by halls, closets, and other bedrooms.

Multipurpose rooms and open planning (one room flowing into another) were intended to encourage cohesive living. This is fine, as long as there are rooms where one can go for privacy and needed study.

An efficient traffic pattern makes apartment living comfortable. Good in-room and room-to-room movement is important. All rooms should be accessible without going through the living room. Visualize the empty apartment furnished in order to assure easy access to windows, doors, and closets. Imagine your furniture in a particular room and see if it will fit the existing wall spaces.

If you find it difficult to visualize your new apartment furnished, it would be wise to make a scaled drawing of it. Usually, when the building is new, renting agents can supply you with a printed floor plan of your particular apartment. If not, measure the length of the walls, doors, etc., scale it (1 foot = ¼ inch) on paper, measure your furniture, and scale and place it within the room (all on paper, of course). A furniture layout on paper will give you a better idea of what your apartment will look like after you move your furniture in.

A well-designed apartment leaves some degree of flexibility in deciding the use of each room. A dining area could be used as a study, bedroom, or guest room or a second bedroom turned into a den or partitioned by a room divider so that two children could share it.

Most apartments lack adequate storage space. Statistics say that six feet of closet space per person is the minimum allowance. But for maximum efficiency, there should be room for sports equipment, foul weather gear, housewares, linens, out-of-season clothes, etc.

## WINDOWS

Don't overlook windows while apartment shopping. Large windows can make a small room look bigger. Small windows not only close off the view and let in less light, but they also give the apartment a closed in and cramped feeling.

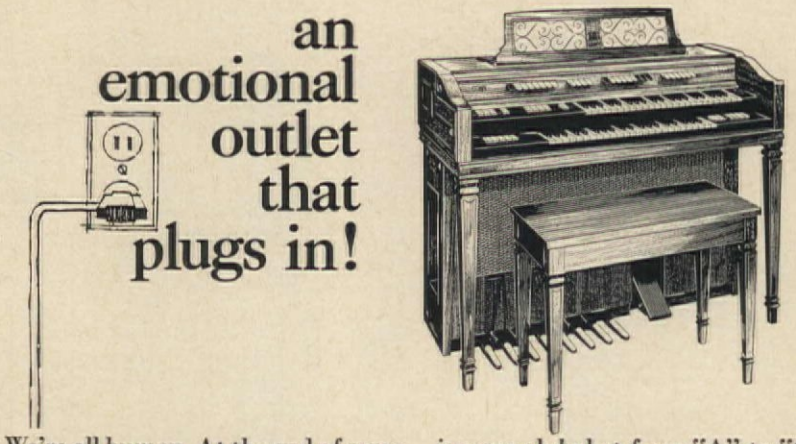
to you to decide the appropriate temperature. Cross ventilation is still desirable however. If bathrooms and kitchens are windowless, be sure there is more than an adequate ventilation and exhaust system.

## HEIGHT

The higher the floor, generally the better the view—and the higher the rent. Look around to see if view and height warrant the additional cost you'll be paying.

Living on the top floor eliminates pounding and noise from above. But the top floor may present other problems. For example, if the roof is poorly insulated your apartment may turn into a furnace from the heat of the summer sun.


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## SOUNDPROOFING

It's difficult to tell how good the soundproofing is in an empty apartment, since furnishings and carpets will do a lot to diminish noise. Question the renting agent about noise-proofing in halls and between floors. Apartments near an elevator or incinerator can be noisy. Check on common walls between apartments to see that active rooms back up on active rooms and quiet ones on quiet ones. A bedroom wall should not be shared with a neighbor's bathroom wall.

## VENTILATION

New apartments usually come furnished with air conditioning. Individual controls in each room leave it

## SOME OF THE EXTRAS

Things that make living in an apartment more fun are fireplaces, wood ceiling beams, indirect lighting, ceilings over eight feet high, a terrace, an interior brick wall, parquet floors, skylights, and anything built in such as bookshelves, dresser, barbecue. Wood doors instead of metal ones, a dishwasher, decent bathroom fixtures, and tiled walls, all go far to separate a run-of-the-mill apartment from a special one.

## EXPOSURE

It's unlikely that your apartment will have more than two exposures. Therefore, select southeast if you want morning and afternoon light; southwest if you want afternoon and late afternoon light.

If your choices are greater here's what the experts suggest: The least-used areas should face north. The living areas should face south. It should not face west because of the intense heat of the late afternoon summer sun. The dining room could be east or southeast; kitchen, north for the morning sun or northeast. Bedrooms are variable.

## ROOM FEATURES

*The foyer* should be separate from the living area, a place to meet people privately. If a foyer doesn't exist, create one by adding a divider.

*Living room.* A rectangular-shaped room that has enough unbroken wall space for two sofa positions makes a pleasing room. Architectural details, such as moldings and beams, add interest here.

*The dining room* should be located very near the kitchen. It should at least be able to hold a table, chairs, a storage unit.

*Kitchen.* Continuous counter space, accessible storage space, shallow can storage, an exhaust system, broom closet, dishwasher, garbage disposal (where permitted), oven broiler, and freezer are a few things you would enjoy having in your kitchen. Make sure there is room for a table and chairs, or snack bar.

*Bathroom.* A two-bedroom apartment needs at least one full bathroom with a shower and a powder room. The bathroom should be completely tiled and have insulated walls, separated toilet compartment, linen storage, a mirrored medicine cabinet, a full-length mirror, built-in hamper.

## THINGS TO LOOK FOR OUTSIDE OF THE APARTMENT

Parking or garage space should be easily accessible, either under the building or nearby, but out of sight.

Consider the building's proximity to schools, shopping centers, churches, transportation facilities. How near is the swimming pool, bowling alley, theater, or golf course?

Besides a well-designed apartment, what does the building offer? Are there enough elevators to accommodate the number of people living in the building? Are there laundry facilities on each floor or in each building? An incinerator in each apartment or on each floor? Are there lobby-to-apartment telephones, and a lobby and elevator TV security viewer?

Think of all the things that generally annoy you and see that the place you intend to live in does not have them. Because before long your new apartment will become your home. And you want it to be a place you enjoy being in and a place you're proud of.

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By Tom Curry

# HOME FIRE EXTINGUISHERS

The home fire-extinguisher range is a wide one. Over 30 companies make approved models of varying capacities.

Some people buy none and trust to luck. Others accept anything a dealer hands them, hang it up, and forget it. There are cautious citizens who post half a dozen on wall brackets at strategic points and check them regularly or even maintain large, wheeled apparatus. A few even install expensive sprinkler and alarm systems.

Fire is an ever-present threat. Fifteen hundred American homes are destroyed every 24 hours. Many people die, 20 percent of them being children under five.

So you should be prepared. Extinguishers must be the right kind, and placed close to potential danger spots such as the heating unit, the kitchen, and garage. At least some of them should be light enough for a woman to handle, since most men are away during the day.

## KINDS OF FIRES

There are four basic kinds of fires, divided according to the materials involved. Class A fires are of common combustibles such as wood, paper, cloth, and miscellaneous rubbish. Class B applies to oils, paints, and greases, while C fires are those that involve faulty electrical appliances and motors. Class D pertains to fires of burning metals—seldom encountered in a home.

## KINDS OF EXTINGUISHERS

*The all-purpose extinguisher is* the newest wrinkle in home protection. This contains a powder under pressure. It is nontoxic, will not freeze, and is effective against A, B, and C fires. The portable cylinder weighs only a few pounds and is worked by a trigger. By pulling out a locking pin and squeezing the handle, nitrogen (compressed gas) sprays out the enveloping powder. Nitrogen is preferable to air since it is dry and doesn't pick up moisture as air will. The powder forms a paste which smothers an incipient blaze.

You can buy a small all-purpose extinguisher in 10-, 20-, and 30-pound-capacity sizes for about $15 to $20, or very small ones for $5 or less. In general, extinguishers cost anywhere from $5 to $1000 for an extra-large style.

*The BC dry chemical extinguisher* also is good for home use. It will put out surface flames. Although it doesn't penetrate, water is usually available for soaking in.

*A carbon dioxide extinguisher* for B and C fires is clean and odorless. As it is discharged from the cylinder, expanding gas smothers the blaze, which needs oxygen to keep going.

*The soda-acid extinguisher* contains a bottle of acid. When inverted, the acid mixes with a carbonate solution, generating carbon dioxide and a stream of gas-saturated water.

*Foam extinguishers* are the quickest way to douse liquid fires. They are also effective against general fires.

*A water extinguisher* is economical and easy to maintain and will put out class A fires. Be certain that any extinguisher you buy carries the Underwriters' Laboratories label, or the Factory Mutual approval seal. Check your town ordinances, for some chemicals may be banned.

Extinguishers should be checked every six months. You can recharge them yourself if you're expert. But usually it's best to take them to your local recharging station, where for $2 or $3, they will be gone over and put in shape. Your Yellow Pages will tell you where to apply.

## WHEN A FIRE STARTS

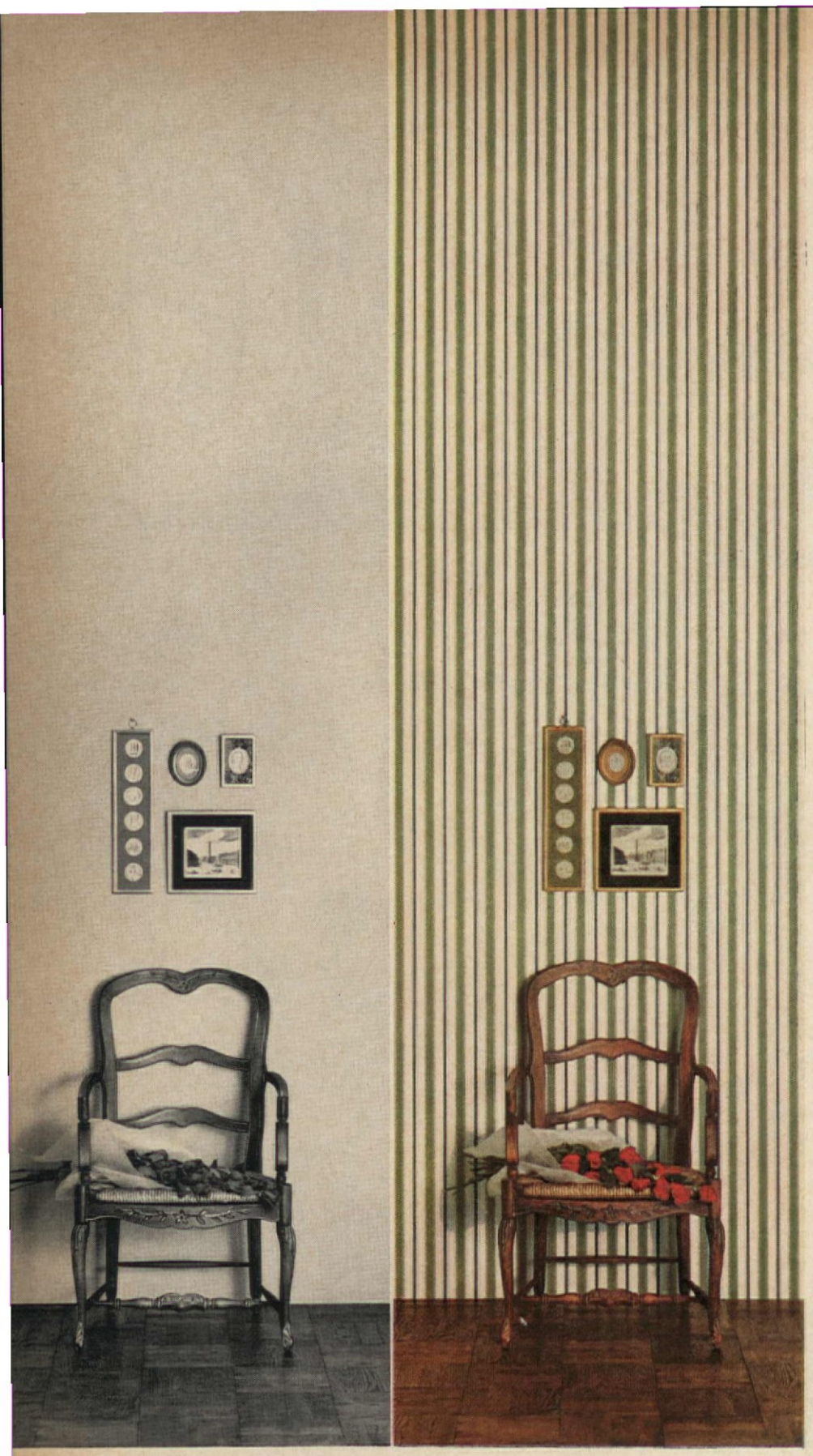
Once a fire has taken real hold, you can't handle it and shouldn't try. First, make sure everyone is safely outside. Next, call your fire department. Have your fire department's number in a ready spot so there will be no unnecessary delay. (Taping the number to the bottom of the phone is a good idea.)

Your third step is to do what you can to put out the fire. But be sure you have an avenue of quick escape, and that you stay down low, out of heat and smoke blasts. Breathing searing air can ruin your lungs, even kill you, in seconds. Many victims die from inhaling the toxic fumes emitted by burning plastic, tiles, veneers, and fiberboards. These should be flameproofed before installation.

A good idea is to have lengths of garden hose ready for quick connection to outdoor faucets. But don't use water on a fire involving burning oil or grease or electrical appliances, for water is a conductor, and you could be electrocuted. To deal with grease flareups, keep a large box of baking soda handy in the kitchen.

Finally, in your home town you'll find agencies that sell and service extinguishers. Any will be glad to furnish you with literature and advice on the kind of protection you should have.

And your local fire department may have an expert—or can lead you to one—to assist you in your choice of extinguishers.

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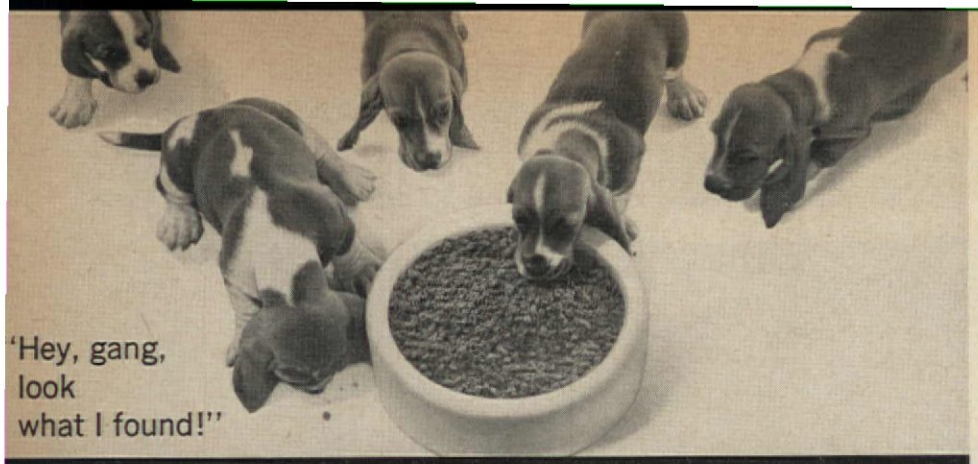
Yes, I'd like more information on York's special fall air conditioning offer and finance program.

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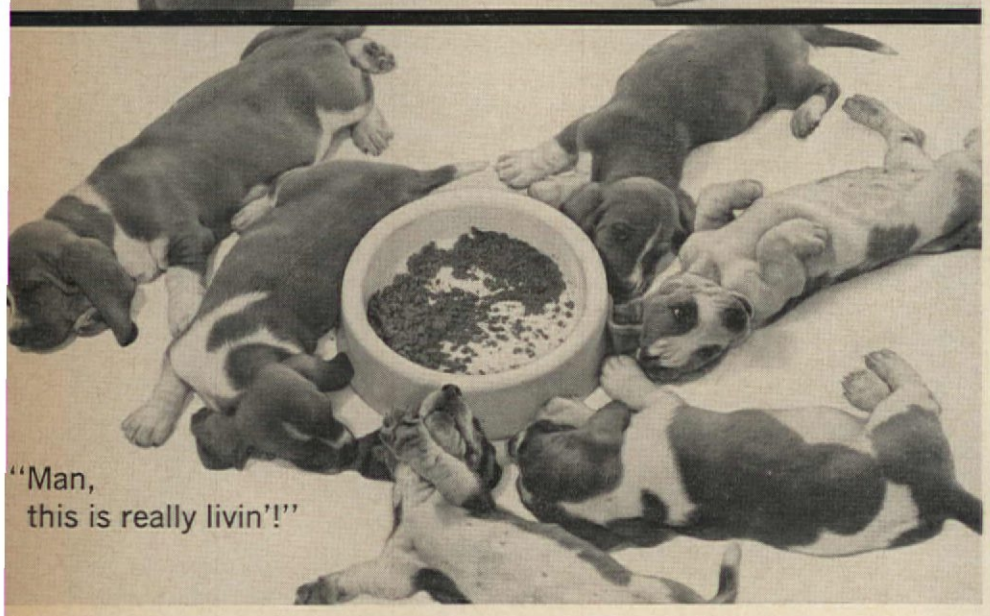
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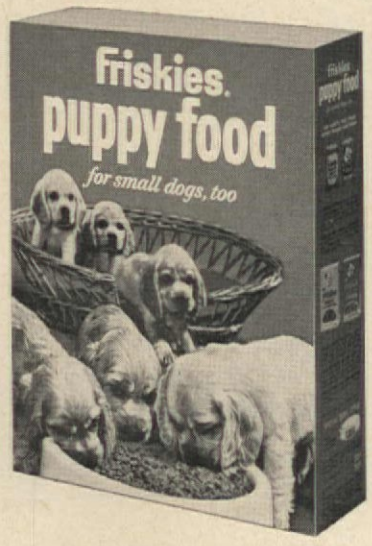



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# FURNISHINGS THAT MOVE WITH YOU

Americans are constantly on the move. Our readers tell us they transfer from one to 16 times in ten years of marriage. The idea that they'll have to move in a year or two discourages many of them from decorating.

We don't believe that you should wait for your dream house until you're settled. You'll need furnishings wherever you live, and if you plan carefully, they can be attractive and comfortable as well as practical for frequent moving.

## HAVE FURNITURE, WILL TRAVEL

Buy adaptable pieces—a pair of love seats rather than an eight-foot sofa . . . a dining table with leaves rather than a big harvest table. Stay away from triple dressers and mansion-size cabinets. Instead, look for stacking and bunching models. (Stacking means vertical additions, bunching means horizontal ones.)

Just because you bought a piece of furniture from a group labeled "bedroom" doesn't mean that it has to stay there. Furniture has great versatility. More and more pieces are now being designed for all-through-the-house use. Shop for pieces with finished backs; they have greater usefulness. A desk that stands against a wall may have to stand at right angles to it in your next home. Plan a basic color scheme so that upholstered pieces become interchangeable. Wood finishes shouldn't match throughout the house; nothing is duller, but they should be compatible and have an affinity to each other.

Specialize in well-styled folding furniture or collect antiques (or reproductions) that fold. We're thinking of those beautiful English coaching tables, butler's trays, and of some teak chairs from Scandinavia. All of them fold more or less flat and are handsome additions to any room when set up.

There's another category of furniture that's a delight to own for frequent moves—storage pieces that can be shipped packed to the brim with household goods. A foot locker isn't pretty but it does make the most wonderful bench, coffee table, or under-window chest. They're great at the foot of your bed or under the window, and topped with flat cushions they're additional seating. The so-called Hong Kong trunk also falls into this same category. Made of wicker, it has lots of charm on porches, in halls, and bedrooms. Toy chests and cedar chests also make good traveling companions and so do those cube-shaped occasional pieces that come with lift-up tops. Even drum tables can hold your possessions when moving if their doors are firmly roped in place.

## ITEMS NOT TO BUY

If you're going to be transferred shortly, don't buy marble- or glass-topped tables. Painted finishes chip so you're better off with distressed wood finishes in medium tones.

## YOUR WALLS

Expensive wallpapers are not for you, but removable ones are. You can strip them, roll them up, and reuse them. (See How to Buy Wallpaper, Summer, 1966.) Painting is easy if you don't like a wall color. Emphasize what goes on your walls. In other words, collect good prints, inexpensive posters, lithographs, serigraphs, woodcuts. Paintings, if properly packed, travel without damage. Fabric hangings are also for you—you can make them yourself out of big, splashy prints, hemmed, and with dowels inserted top and bottom—or modern tapestries. Both roll up and take up little room when you're moving.

It is your very own art collection and your own personal accessories that will turn a strange house into a home faster than almost anything else. Our own moving day recipe: buy lots of flowers to cheer you up and make you feel at home.

## FLOORS A PROBLEM?

Naturally you'll want a rug. Your best size is that adaptable old standby, the 9x12 foot. If your rooms are large, consider yourself lucky and buy two smaller rugs—they'll fit more places than a bigger one. If you own an area rug you can't use at the present, hang it on the wall.

Floors are a problem only if you want wall-to-wall carpeting or even more permanent installations such as vinyl or ceramic tile. If you insist on carpeting, plan to sell it to the next tenant when you move on, or take it up and have it recut to new dimensions. The tile, as you know, would have to remain.

If your wood floors cannot be refinished, paint them with a top-quality deck paint, stencil them, or spatter them with different colors of paint for an interesting effect.

## WINDOW RECIPES

There are more ways to cover a window than merely to drape it wall-to-wall, ceiling-to-floor. Often sill-length curtains or café curtains are more appropriate, and they're certainly cheaper and easier to pack and reuse than custom-made pinch-pleated draperies. Wood or brass poles with homemade draperies are better than attempting a professional sewing-installation job with pinch-pleated tops and traverse rods. Felt is a marvelous fabric; it comes in wide widths, needs no sewing. Make all draperies with extra-deep hems so they can be let out to fit another set of windows.

All of the furnishings we've mentioned—and many more—will help make your next move easier, and less expensive. Look into them.

# Throw a party with the money you save on these four great West Bend® offers from Lysol. You'll be "The Perfect Hostess."

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# SHOPPING FOR A QUILTED SPREAD

Nothing awakens a bedroom to new fall freshness like a change of bedspread. What is puzzling, though, when you shop for a spread is the wide range in price. We're not talking about bedspreads found in the linen department of your local store, but about the quilted bedspreads you find in the drapery department or in a specialty shop. Is it fabric alone that accounts for a price jump from $17.95 to $60 or even $90? Naturally, fabric is partly responsible, but it is also the quality details, such as overlocked seams and blind-stitched hems, and, above all, the type of quilting that make the difference in price.

The fit of your bedspread, predicated on the size of your mattress, is important. However, with the number of different sizes available both in mattresses and bedspreads, and the fact that manufacturers and stores have not yet reached any agreement on size designations, be sure to measure the exact length, width, and height of your bed before you go shopping for a spread.

If you want an all-quilted bedspread—currently the "in" style in bedspread fashions—check to see that quilting stitches are firm, with no visible pulled ones. Most often, the hidden element of a fine, quilted bedspread is its filling. Quilted spreads should look puffy—without being too heavy. Today, the most popular and effective quilting material is a polyester fiber such as Dacron, Fortrel, Kodel, or Vycron.

The most popular types of quilting are: trapunto, bonaz, outline, and machine. Each is significantly different in design, appearance, price.

Trapunto, a high-relief type of quilting, is used on solid fabrics only, mainly on rather formal ones such as taffeta or antique satin.

Bonaz quilting uses a silky, heavyweight yarn to create elaborate, allover designs such as flowers, geometric patterns, and stripes. The price depends on the amount of detail and coverage. But the cost of a bonaz- or trapunto-quilted spread is usually higher than that of either an outline- or machine-quilted one.

In outline quilting, print motifs are outline-stitched and quilted to stand out against the background. An outline-quilted spread may run anywhere from $20 to $50 higher than a spread made from a comparable fabric with machine quilting.

Machine quilting is used on most spreads manufactured today. Many patterns from long-channel stripes to tiny overall leaf and floral motifs are achieved with this method. To insure quality construction, you should not buy an all-quilted bedspread that sells for less than $18 in the twin size.

Quality in bedspreads also means attention to dressmaker details. So turn the bedspread over and look at the back; all quilted parts should be backed with a closely woven sateen or polished cotton lining. This type of lining protects the underside of the quilting and adds a finished look to the spread.

When buying a bedspread with an unquilted flounce, the most important quality detail to look for is fullness. Most ruffles or flounces on bedspreads use at least one-and-a-half times the amount of fabric to cover the shirred area. Top-quality spreads are made with at least twice the amount of fabric for the shirred area. This amount of fullness also is a must when you buy a sheer bedspread, so that you can get the full gossamer effect of the fabric.

Look at the manner in which the flounces have been attached to the quilted bedspread tops. There are two preferred methods: Either the seam is hidden with a welt or the flounce is attached with a shirred or pleated heading.





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When you buy from these famous names, you know that your dinnerware will stay beautiful in everyday use — each piece break-resistant, every cup stain-resistant. You can bank on it, because MELMAC dinnerware — and only MELMAC dinnerware — is constantly checked against rigid quality standards by an independent testing laboratory.

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**MELMAC cups are stain-resistant**

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The Taylor Wine Company, Inc., creators of fine wines, champagnes and vermouths. Vineyards and Winery, Hammondsport, N.Y.

# HANDY GUIDE TO REMOVING STAINS

An unsightly stain can mark the demise of otherwise very wearable clothing. That's why we heartily recommend that your laundry be equipped with a kit containing the necessary ingredients for stain removing (look for them at your supermarket or drugstore) and a chart with suggested solutions for removing various types of common stains such as on the chart below. Always follow these basic stain-removal tips:

1. Fresh stains are the easiest to remove, so treat them promptly.
2. Always remove stains before laundering. Hot water and suds may set some stains, and the heat of the iron will set most stains.
3. Use light strokes. Don't rub the remover into the stain.
4. Start with the mildest treatment. If the stain persists, then move on to stronger stain-removing agents.
5. Test all colored fabrics for colorfastness first by applying the stain remover to an inside seam.
6. Before using any stain remover, read the manufacturer's directions.

**STAIN REMOVAL CHART**

| Type of stain | White cottons and linens | Other washable fabrics and colors |
|---|---|---|
| Blood and meat juices | Soak in cold water. If stain persists, soak in lukewarm ammonia water (3 tablespoons household ammonia per gallon of water). Launder in lukewarm water and detergent. | Same if colors are fast. If questionable, use hydrogen peroxide instead of ammonia. |
| Candle wax and shoe polish | Rub with ice and scrape off excess wax. Place stained portion on white blotter, press with warm iron. If colored wax dye remains, treat with commercial color remover. Launder in hot water and detergent. | Same as for white cottons. Do not treat with color remover. Launder in warm water and detergent. |
| Chewing gum | Rub with ice and scrape off gum. If stain remains, sponge with cleaning fluid*. Launder in hot water and detergent. | Same as for white cottons. Launder in warm water and detergent. |
| Chocolate or cocoa | Wash in warm water and detergent. If a brown stain remains, sponge with hydrogen peroxide. | Same as white. Launder in warm water. |
| Coffee and tea | Soak in cool water, then launder in hot water and detergent. If stain remains, soak 15 minutes in solution of 1 tablespoon chlorine bleach to 1 quart water. Rewash. | Soak in cool water. Launder in warm water and detergent. If stain persists, sponge with cleaning fluid*. |
| Crayon | Apply full-strength liquid detergent. Work in until outline of stain is gone. Launder in very hot water with more detergent. | Same. Launder in warm water and detergent. |
| Fruit | Stain must be removed before washing. Pour boiling water from a height of 2 to 3 feet through stain. If stain remains, work glycerine into stain, rubbing lightly between fingers. Launder in hot water and detergent. | Sponge with cool water. If stain persists, use glycerine as for cotton. Launder in warm water and detergent. |
| Ball-point ink | Sponge with cleaning fluid*. Launder in hot water and detergent. Some old stains may require bleaching with chlorine, perborate bleach, or hydrogen peroxide. | Sponge with cleaning fluid. Launder in warm water and detergent. If bleach is used, use a perborate powder or hydrogen peroxide. |
| Lipstick and rouge | Sponge with cleaning fluid* before washing. Launder in hot water and detergent. | Sponge with cleaning fluid. Launder in warm water and detergent. |
| Mildew | Wash in hot detergent solution. Moisten stain with lemon juice and salt and dry in sun. | Wash in warm detergent solution. |
| Nail Polish | Rub with amyl acetate (banana oil). Then sponge with denatured alcohol to which a few drops of ammonia have been added. Launder immediately in hot water and detergent. | *Do not use polish remover* on acetate garments. Same. Launder in warm water. |

**Use only cleaning fluids that are branded and marketed for home use in spot removing.*







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# LET'S SHED SOME LIGHT ON LAMPSHADES

The purpose of a lampshade is obvious—to shield the eyes from a glaring light. But the wrong shade can be more of an eyesore than the naked bulb. The following pointers will help you choose the right lampshade.

## MEASURING FOR A LAMPSHADE

Most lamps come with their own shades, but you may want to change or replace a shade as it becomes worn or goes out of style. If you like the shape of the shade you have and want one exactly like it, unscrew the finial (the decorative knob that holds the shade to the lamp) and carry the shade to the nearest lamp or department store. Too bulky? Then follow these instructions for measuring the dimensions of your own shades.

The key dimensions of a lampshade are its top and bottom diameters and its depth. To get the diameters, measure across the center of the top and bottom openings. For the depth, measure the distance from the top to the bottom down the inside center. For the slope or slant (instead of measuring the angle at the bottom of the shade), measure the length on the outside of the shade. If your lamp has a riser, measure its sinkage (the area between the harp and the top of the shade). Make a sketch of your shade and mark in the measurements. Take the sketch with you to the store—hand descriptions won't do.

## NEW SHADE NEEDED

If you want a new shade that's narrower or deeper than the one you now have, or are starting from scratch with a new lamp base, the job becomes a little more complicated. The following information will help you in your selection of new shades.

There is a rule of thumb that says the height of the shade should be *equal to two thirds the height of the base*. This still leaves it up to you to determine the top and bottom diameters and the slope.

Table lampshades with a bottom measurement of 16 inches will give a spread of light sufficient for reading a book or magazine. Narrower shades give a more confined circle of light. The bottom diameter for wall lamps varies between 12 to 16 inches, floor lamps 16 to 18 inches, dressing-table lamps to as little as 9 inches. If you're in doubt about picking out a new lampshade shape, take the lamp base with you when you shop.

## CHOOSING THE RIGHT SHAPE

Here are some lampshade shapes that are currently popular:

The drum shape is circular, straight sided, and slightly smaller at the top than at the bottom. (This should be true of all shades; otherwise they appear to flare at the top.)

Right now there's a trend toward deeper drums to make lamps look taller. An old lamp can accommodate a new, deeper shade by adding a riser. This is a type of washer or a small cylinder of metal that increases the distance between the top of the harp and the shade. (The harp is the metal framework that goes around the light bulb.) It can be one, two, or three inches deep. Drum shades look best with bases that are essentially straight such as the candlestick.

The cone-shaped shade has an abrupt slant to its sides and is appropriate for rounded or bulbous bases. A variation of this is the Empire shade, which has a larger top diameter than the cone shade but less of a slant.

The bouillotte shade or very shallow, slanted shape is fine for candlesticks and other slim lamps. It's usually black or dark green in color. This shade isn't deep enough to accommodate a bulb standing upright, so a variation of the regulation harp fixture is used. Shaped like an S-curve with a bulb projecting horizontally from each end of the S, it's aptly called the S-cluster fixture. With shallow shades it's often necessary to add baffles. They direct light downward and upward to reduce direct glare. They're circular plastic or glass disks held in place at the top or bottom of the shade.

## TRANSLUCENT VERSUS OPAQUE

The next step in selecting a shade is to choose between a translucent and an opaque one. A translucent shade gently diffuses light, giving an overall luminescence to an area. There are different degrees of translucency. For example, silk is more translucent than linen or burlap. But be sure the shade isn't too transparent. You want to avoid glare.

An opaque shade lets no light through but casts the light upward and downward (above and below the shade). This is a good shade for a reading or close-work lamp because it directs and concentrates the light to a specific area. The inner surface of all shades should be white or off-white for optimum lighting.

## SHADE MATERIALS

The style of a lamp is important in determining what kind of material a shade should be. Soft shades are apt to be more formal and traditional. The soft ones (translucent shades) are made of fabric that is stretched, shirred, or pleated over a firm, wire frame. The fabric is sewn or glued to the frame. Linen, silk, and acetate rayon are used.

The hard shade (translucent or opaque) made of firm materials, doesn't require supports. Parchments, papers, and plastics seem to stand alone, with a top ring to accommodate the fixture and a bottom one for extra firmness.

Trimmings can be added to both soft and hard shades—to the top and/or bottom edge. It's safest to have the trim the same color as the shade, although untrimmed shades are currently more in vogue.

## SHOPPING HINTS

Be sure the shade you choose hides the light bulb completely. Take the seat test: be sure the shade is low enough so that the light bulb will not glare at you when you're seated. Be sure the shade covers the lamp socket. Consider the fact that translucent shades look bigger than opaque ones. Remove all plastic covers. Have all lamps in the same room approximately the same height; consider floor, table, and desk lamps together.

Shades should blend into the walls, or even match the walls; but white shades are always in good taste. Lampshades within a room should match.




Plate 159

*Put Yourself in a Holiday Mood....*

with colorful ceramic tile from American Olean. This spirited bath blends scored Crystalline wall tiles in cornflower blue with sprightly "Weathervane" decorated tiles. Octagon Crystalline floor tiles—in pristine white with accents of blue—form the perfect foil for bright red highlights and accessories.

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# FIFTY IDEAS FOR KITCHEN CONVENIENCE

Here are ideas from our Idea Kitchen on pages 90–93. Did you find them? If you look closely, you'll find even more.

### KITCHEN CONVENIENCES

1. Pull-out flour sifter. 2. Tile insert in counter next to oven for hot pans. 3. Gadgets and utensils hang from ventilating hood around cook top. 4. Built-in oven to supplement oven in freestanding range. 5. Open shelves beneath wall cabinets for measuring cups and small mixing utensils. 6. Foot-operated sink faucet in salad center. 7. Dual-level, enameled cast-iron kitchen sink with detergent and lotion dispenser. Wooden cutting board formed to partially fit over sink. 8. Raised dishwasher for easier loading and unloading. 9. Gas cook top next to barbecue. 10. Cleaning closet includes all the helps to make housecleaning as quick and easy as possible. (Lightweight vac for quick cleaning, standard vac for thorough cleaning, floor scrubber-polisher, assorted floor polishes, rug cleaners, etc.)

### STORAGE TIPS

11. Cake pans stored in sliding lid rack. 12. Step-stool spice rack. 13. Slide-out vegetable bin for assorted cookie, biscuit, and doughnut cutters. 14. Pastry drawer for a variety of rolling pins, pastry cloth, pie crimper, etc. 15. Sliding-shelf units installed in base cabinets. 16. Envelope holder from stationery store for packaged envelope mixes. 17. Open-shelf storage for sheet wraps such as transparent plastic, aluminum foil, wax paper. 18. Wastebasket pulls out from under counter on slide-out shelf unit. 19. All shelves lined with durable rubber mat shelf lining. 20. Two-way dish storage from dishwashing to eating areas. 21. Low storage compartmented for paper plates, cups, and napkins. 22. Gift wraps on dowels near sewing center. 23. Compartmented drawer insert for sewing supplies. 24. Snack counter breakfast center. 25. Turntables and stacking units help stretch pantry storage. 26. Perforated hardboard on otherwise unusable wall space in pantry and cleaning closet for hanging often-used utensils. 27. Small baskets hung on perforated hardboard to hold small cans of snack foods, etc.

### DECORATING IDEAS

28. Lacquered butter molds used for handles and drawer pulls. 29. Antique bookstand for cookbook. 30. See-through canisters on counter top for colorful staples and decorative food garnishes. 31. Cookie mold board hanging over cook top as decorative accessory. 32. Bright wallpaper pattern has Resistain finish. 33. Unusual window treatment. 34. Fruit basket attached to hanging scale. 35. Decorative tile over barbecue.

### FOR THE LAUNDRY

36. Sorting baskets in laundry. 37. Stain-removal shelf above laundry sink. 38. Bulletin board for hangtags in laundry. 39. Decorative hat rack to hang ironed garments on in laundry. 40. Cut out in laundry shelf for large detergent boxes. 41. Open shelves above washer and dryer for laundry supplies. 42. Chemistry beakers as decorative yet useful containers for laundry aids (water softener, detergent, powdered bleaches, etc.).

### PLANNING IDEAS

43. Sitting area in kitchen. 44. Raised counter for flower arranging. 45. Compartmented storage for flower arranging. 46. Small appliance cooking-and-storage center. 47. Dual-purpose center island. 48. Enclosed shelves above snack counter. 49. Removable counter insert for sewing machine. 50. Built-in toaster.


# At 4½ she's reading 3rd grade books



*a child prodigy? not at all! your child, too can be reading one, two or three years beyond his present age level...even if he's a "poor" reader now*

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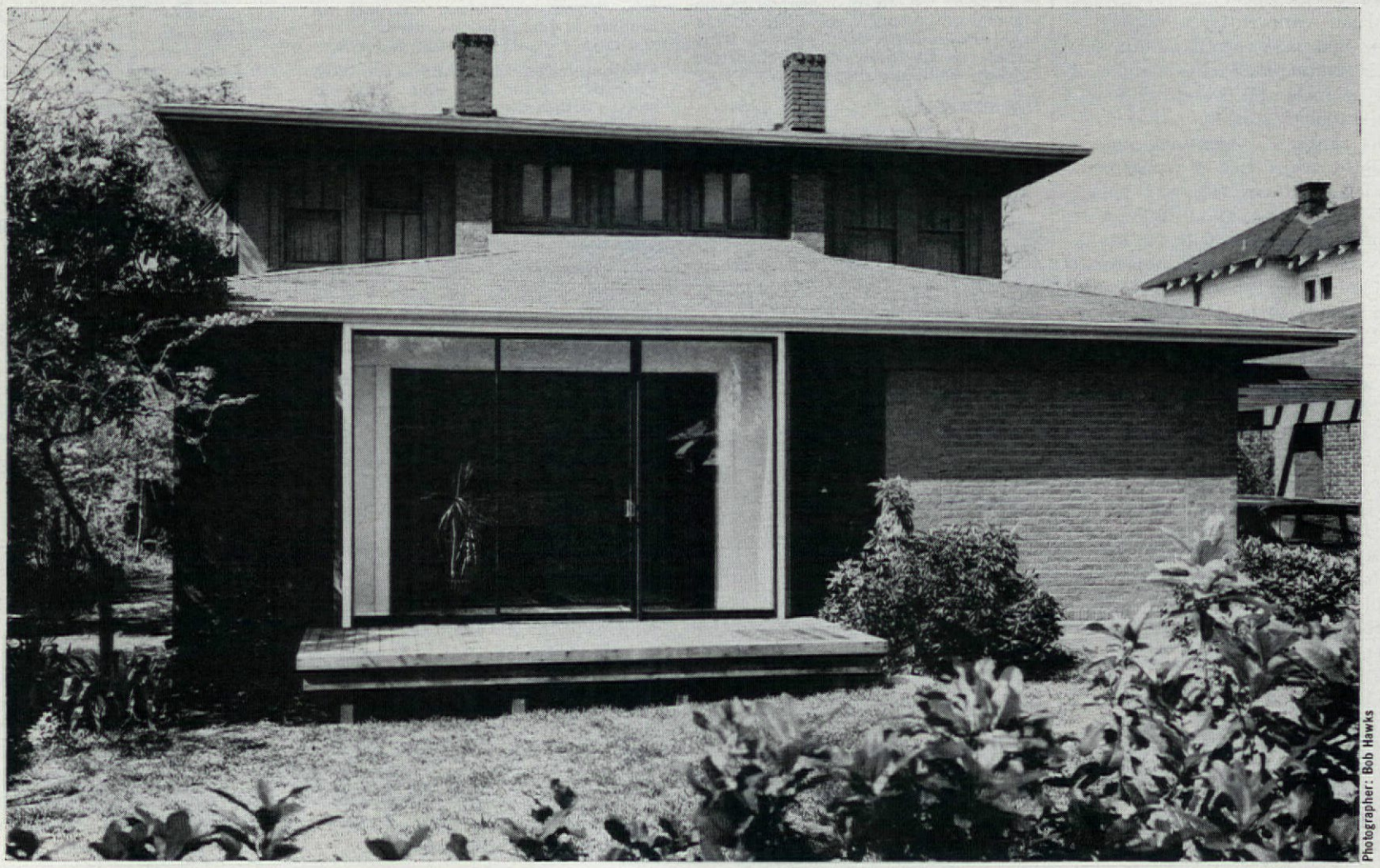
# TEXAS TRANSFORMATION

This house in Dallas, Texas, was due for updating when architect John Harold Box, A.I.A., bought it for his family. It didn't require extensive remodeling. A few minor changes were made in interior partitions to make the plan more convenient. The most noticeable changes were made on the exterior. The jungle of overgrown shrubs that hedged in the house was removed and replaced with planting more in scale with the house. The old front door was bricked up, the walkway removed, and a new entrance installed at the side of house. The roof line over this section of the house was simplified. A deck was added at the front outside the living room. These changes gave the cluttered-looking house a neat, new look.





Before remodeling, ground floor of house was nearly obscured by planting. A few simple changes made a drastic difference in appearance of the house. Facade now has clean, modern lines. Living room boasts a small wooden deck outside the new sliding glass doors which replaced small windows.



Photographer: Bob Hawks

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All too often, humans who sit and stand pay the price of vertical posture. Sitting and standing combine with the force of gravity to produce extra pressure on veins and tissues in and around the rectal area. The result may be painful, itching or burning hemorrhoids.

The first thought of hemorrhoid sufferers is to relieve their pain and discomfort. However, of the products most often used for hemorrhoids, some contain no pain-killing agent at all... others have one too weak to provide necessary relief... and still others provide only lubrication.

Now at last there is a formulation which *concentrates on pain*. It actually has over 8 times more pain-killing power than the topical anesthetic most commonly used in hemorrhoid remedies. 8 times the power to ease the itching, pain, and burning of hemorrhoids.

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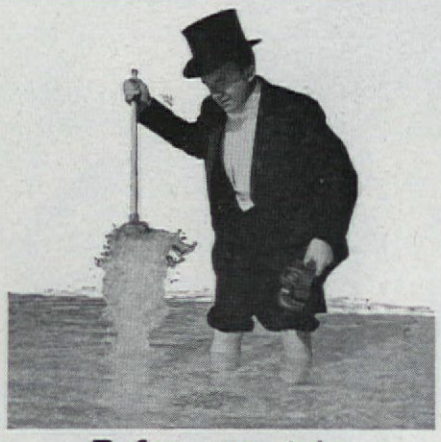
When you suspect you have hemorrhoids, check with your doctor. If hemorrhoids are the cause of your discomfort, chances are he'll recommend Nupercainal. Almost two-thirds of the people who now use Nupercainal first heard about it from physicians.

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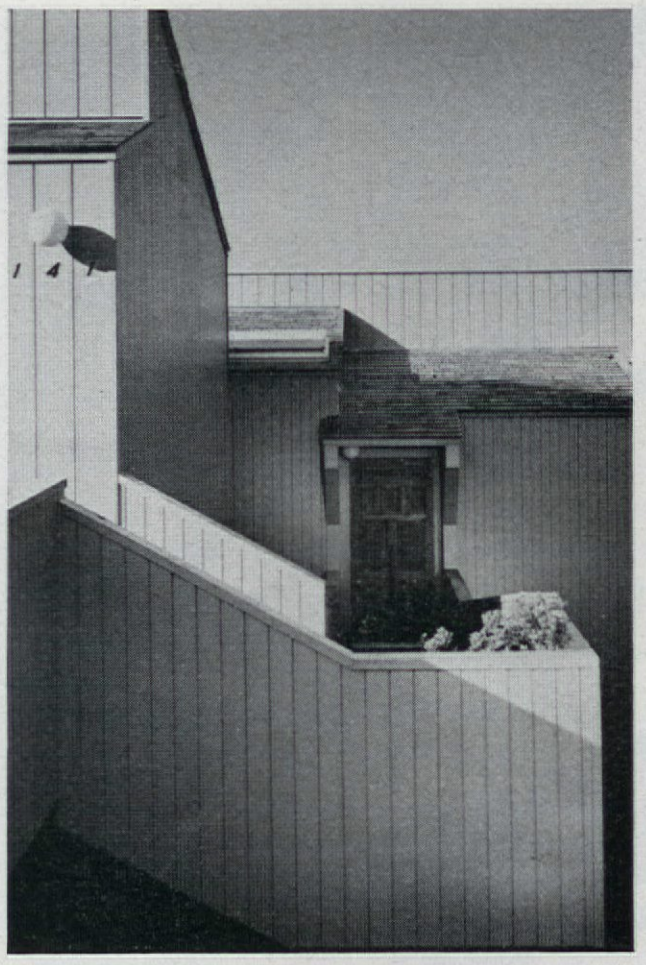
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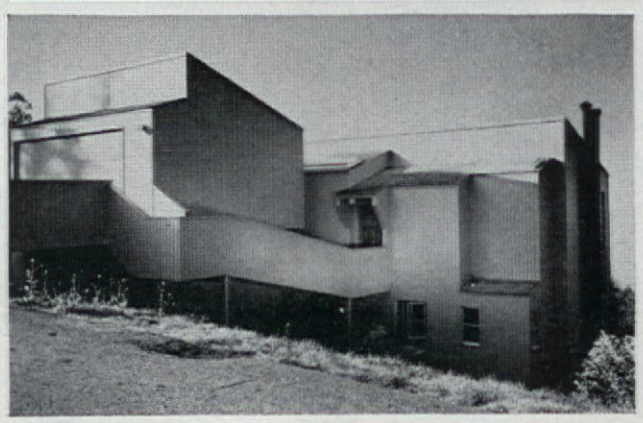
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# HILLSIDE ENTRYWAYS

In many areas the easy-to-build-on lots have been used up. More and more houses are built on problem lots, such as hillsides. Designing a good entry to these hillside houses calls for ingenuity. The entryway, one of the most important areas of your house, gives an overall impression to visitors and links the house to the land. Here are three good examples from California. The designers have come up with interesting solutions that are in keeping with the style of the houses.





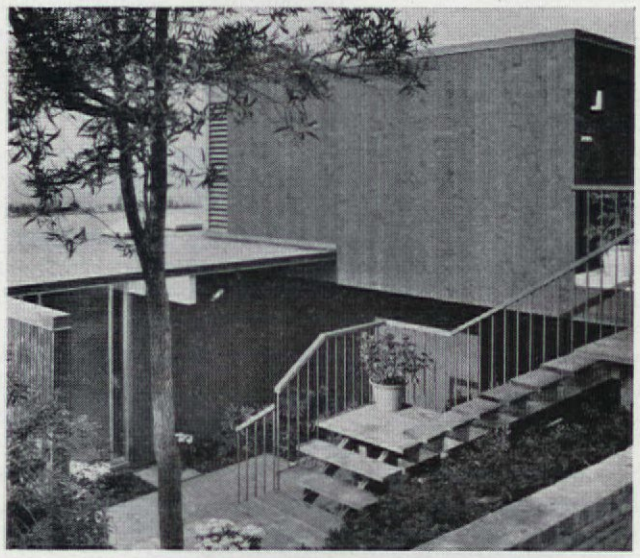
GEOMETRIC HOUSE WITH RAMP

A long ramp protected by a waist-high wall is elevated over the slope and twists its way around a corner and down to the entry, in upper level of house. The richly carved door, protected by a little roof, contrasts with the plain vertical siding of the house.



GABLE ROOF WITH BRIDGE ENTRY

The carport is located at the high point of this rugged wooded lot. A wooden bridge at the base of steps leads to the front door protected by the overhang of the gable roof.





SQUARE HOUSE WITH STEPS

Wooden steps lead down from the garage and driveway at the roadside to a little terrace by the entry below. View from inside the sliding glass doors (lower photo) shows that entire stairway is visible, but garage is to one side, effectively out of sight.


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SAFEGUARD is built into the bottom of Kohler bath tubs. Texture is slip-resistant but smooth...easy to sit on. Cleans as quickly as lustrous enamel on sides and top.

Get SAFEGUARD whether buying or remodeling. Available on any Kohler bath tub in many sizes and colors.

Send 10¢ for our new bathroom booklet—it's full of ideas.

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Kohler Co.
Established 1873, Kohler, Wisconsin

By Robert B. Berger

# PAINTING WITH A GUN

Home handymen are discovering that spray painting offers a quick, efficient way to refurbish everything from bicycles to lawn chairs.

For as little as $30, it's possible to buy a light-duty spray outfit. A powerful, professional capacity unit can be rented for under $5 a day.

Though spraying isn't difficult, it's necessary to learn the basics of spraying distance, stroking, and triggering. A cardboard carton makes a fine practice surface.

Equipment problems are infrequent, but when they do arise, they're usually caused by paint that has hardened in the gun nozzle or feed tube. The prevention is obvious—clean the gun as soon as you are finished working. Just spray a little solvent (read the paint-can instructions for specific solvent needed) to clean the gun's internal parts, then wipe off the outside of the gun with a solvent-soaked rag.

Occasionally, tiny undissolved paint particles may cause the gun to sputter or may spoil the finish. To avoid this, screen the paint by pouring it through a nylon stocking held over the mouth of the spray-gun cup.

## HOW TO USE A PAINT GUN

Eight inches is usually a good gun-to-surface distance, but if the paint tends to run, hold the gun farther away. Too great a distance, however, and the paint will dry partially before it reaches the work, preventing smooth coverage.

You may have a tendency to swing the gun with an arcing or brushing motion. This will bring the gun too close to the work at the center of the movement. The paint layer will be too thick in the center and too thin at each end. Maintain a constant spray distance by moving the gun parallel to the surface throughout the stroke.

It's important also to begin spraying just before the gun reaches the object and continue spraying momentarily after completing the stroke. This assures even application.

Don't be timid about squeezing the trigger. Pull it back all the way and hold it there. Hesitant triggering produces blotchiness.

A spray gun has two simple adjustments; turning the nozzle will vary the spray from a round pattern (for small work) to a wide fan (for large surfaces). The other adjustment regulates spray quantity. If you find that you can't move the gun fast enough to prevent the paint from running or piling up, or if coverage is inadequate, turn the knob slightly to reduce or increase the flow. Set the adjustment so the gun may be stroked about as fast as you would swing a paintbrush.

Be sure to keep the gun moving at an even speed and overlap the previous stroke. About one third the width of each stroke should overlap.

Following are some specific techniques for common painting chores.

## RADIATORS

After dusting the radiator thoroughly, tape newspapers to the wall to catch excess spray; protect the floor with a dropcloth or newspapers. Then spray on a coat of metal primer; when dry, apply two or three thin coats of paint. For maximum durability, choose a radiator enamel. Paint when the radiator is cold and allow it to dry before using radiator.

## FENCES

On picket fences, use a vertical stroke; adjust spray pattern to single picket width. House paint is suitable but may require thinning.

For a wire fence, use exterior enamel or aluminum paint. If the fence has not been painted before, apply a rust-resistant metal primer before spraying on the finish coat. Outdoor spray painting is best done on a still day when overspray will not be blown onto nearby shrubbery.

## SCREENS

You can save time and trouble by painting the screen cloth and frame the same color. Screen cloth can be sprayed quickly by stacking three screens at a time against a support. After mass-painting the screen cloth, spray each frame separately. Screen enamel is ideal, of course, but any exterior enamel, well thinned with turpentine, will do.

## STORM SASH

Apply sheets of wet newspaper to protect the glass from overspray, or use dry newspaper held in place with masking tape. Pay particular attention to adequate paint coverage on corners and edges. Sawhorses or large cartons will hold the sash at a comfortable height so you needn't stoop.

## LARGE APPLIANCES

Thorough preparation is a must. Sand all chipped spots carefully, "feathering" the edges until they are so smooth that when you run a finger across the spot there's no detectible ridge. Clean the appliance with detergent to remove any trace of grease. Then cover handles, controls, and any chromed parts, with masking tape. If you're painting a refrigerator, apply tape to the rubber gasket around the door. After masking, spray the chipped spots with metal primer-surfacer, preferably the type intended for automobiles. (It is stocked by most paint stores and permits building up the height of minor chipped spots.) Alternately spray on and sand several coats, letting primer dry between sandings. Finally, apply the finish coat. If available, refrigerator enamel is best; it is quick-drying, durable, and produces a porcelain-like finish that resists stains.

## BICYCLES, TOYS, ETC.

Sand or wire-brush to remove all loose rust; smooth with fine abrasive paper and clean with detergent. Apply masking tape to any parts not to be painted. Then spray rusted spots with a rust-resistant primer. When thoroughly dry, finish with automobile enamel or any other fast-drying exterior enamel available.

## FURNITURE

Before applying any finish, wipe the sanded surface with a tack rag. This may be purchased at a paint shop or made by dipping an old handkerchief in water, wringing it out, and sprinkling with a little varnish until it is sticky. Wringing will help to distribute the varnish. Use it while still damp and sticky. The rag will remove bits of lint and sanding dust that would otherwise be embedded in the finish. Keep rag in plastic for reuse.

Tabletops and other large, horizontal surfaces should be sprayed starting at the edge near you. Overspray will then settle ahead of the gun and will be covered over as the gun moves forward. If you reverse the procedure, overspray will land on part of the surface already finished and may cause roughness.

## AEROSOL PAINT

On touch-ups and other small jobs it's usually easier to use an aerosol-paint can rather than a spray outfit. The same technique is required but there are a couple of special tricks. It's essential that the paint be mixed thoroughly. Shake the can for two to three minutes; while spraying, stop often to give the can a few additional shakes.

When the job is finished, invert the can and spray a short burst to clear the nozzle. If the can is empty, don't puncture or incinerate it—discard it in a safe place.

Whether you use a full-fledged spray outfit or an aerosol can, always work in a well-ventilated place. If you're doing much spraying or are especially bothered by paint fumes, wear a mask. Since paint spray is easily ignited—don't smoke.

# SIDEKICKS!




Pair-up our kicky prints in Antique Gold, or Bluebell Blue, Camellia Pink, Fern Green. From Lady Scott's collection of matching 2-ply bathroom and facial tissues . . . with new dispenser boxes that shed their outside wrap.

Lady Scott®



# The tampon that's right even for single girls.

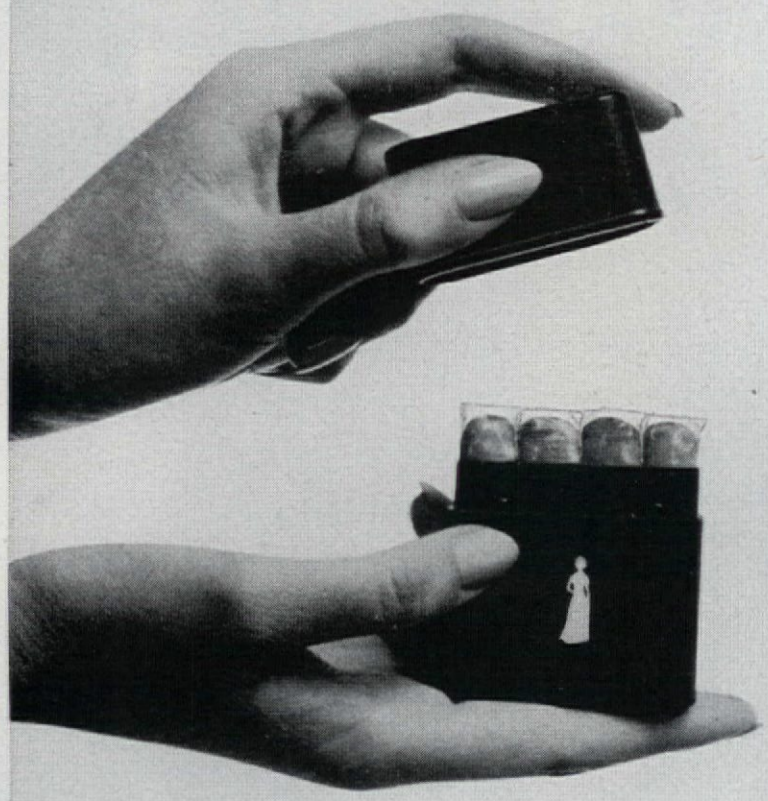



Pursettes®! It's the only tampon with a tapered, prelubricated tip. It needs no applicator (which some girls find uncomfortable). The exclusive tip makes insertion easy and gentle. This follows accepted medical practice of lubricating anything inserted into the body.

No larger than a lipstick, Pursettes is designed a unique way to provide superior protection. Fits without being felt. Pursettes won't pull apart, either. Each tampon has a soft, sheer covering.

Worn internally, Pursettes frees you from belts, pins and pads...chafing, binding and odor problems. Isn't that a welcome thought? And here's another. The black plastic, gold-embossed Pursettes case (shown below) lets you carry a supply of these tampons neatly and discreetly. Why not send for one? It holds four free Pursettes. After you've used the trial supply, get Pursettes tampons wherever drug items are sold.

## This handy carrying case contains 4 Pursettes tampons. Send for it—free.



**Free Offer**

Campana Corporation, Div. AH-106 Batavia, Illinois 60510
Please send me, in a plain wrapper, one free plastic purse case, containing 4 Pursettes. Enclosed is 10¢ to cover cost of postage and packing.

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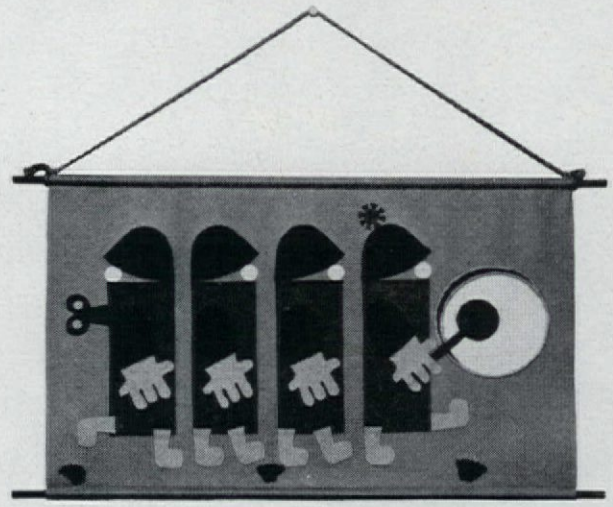
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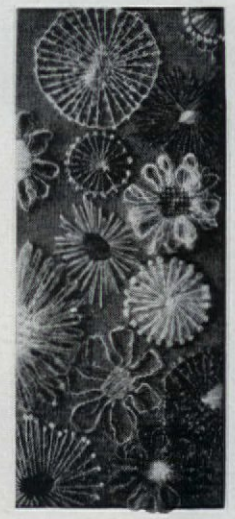
Offer expires Nov. 15, 1966 and is good only in U.S.A.


# EASY NEEDLEWORK FOR BUSY PEOPLE

If you're one of those people who say, "I'd love to sew, but I don't have the time," here is something for YOU. The needlework pictures shown here are good examples of how easy and fast you can create whimsical designs. Parade of Soldiers, for instance, was completed in about half an hour. Duplicate our pictures or use them as a guide for creating your own stitchery designs. Just sit down with your imagination and a needle and whiz away.



Parade of Soldiers, designed by Thom and Elaine Smitham, is the easiest kind of appliqué to do. Felt pieces are glued or sewn to felt background. Heavy wool yarn is used for the hanger and to outline drum. Casings for rods are machine stitched.



Stitchery Painting is a gay bit of embroidered marshmallow fluff designed by Joye Lungren. White, yellow, and orange mohair yarns were used for stitchery. Background is turquoise linen. Some of the motifs have a round patch of felt appliqué under the stitching.



Brown House, also by Joye Lungren, is of felt appliqué. Layers of scalloped felt shingles give it dimensional effect. Roof is embroidered with heavy yarn worked in checkerboard fashion. Details are embroidered with outline stitch.

# Dress up your home with Oak Floors

Always pretty as a party dress, handsome Oak Floors give your home lasting style. The natural beauty of wood grain and coloring create a harmonious background for any colors, fabrics and furniture . . . so you may decorate as you wish. From a practical viewpoint, Oak Floors are economical . . . durable . . . comfortable underfoot . . . and so easy to care for. When you build, buy or remodel, dress up your home with beautiful, practical floors of genuine Oak.

## N·O·F·M·A Oak Floors

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This stamp on the back of each flooring strip is your assurance that it meets rigid manufacturing and grading regulations.

Rust stains in your toilet?

Sani-Flush bubbles the rust stains away



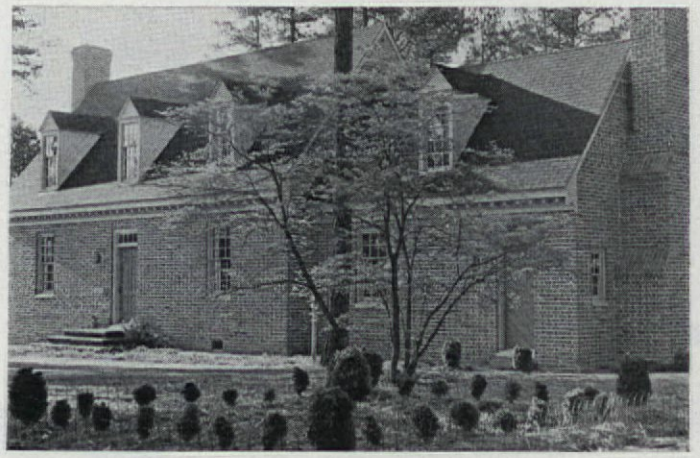

...leaves your toilet bowl clean like this!

Let Sani-Flush do the dirty work for you!

# ORDER PLANS FOR THESE HOUSES

## Williamsburg-Style House

The house in the photograph below, which is shown in color on pages 76 to 79, is typical of many buildings in Williamsburg, Virginia. Our adaptation of a floor plan for this style house is shown on page 78. Blueprints (BP-102) and Study Plan (SP-15) are available. An alternate second-floor pla with three bedrooms instead of tw is included with each. Both version have been designed expressly for th modern American family. Use th coupon below to order plans of ou Williamsburg-Style House.



**Blueprints** contain the complete working drawings and a list of materials used.

**Study Plan** contains scaled drawings of the floor plan, the exterior, and selected details, as well as additional photographs.
In these two traditional houses, we have retained the exterior designs, while updating the floor plans.

Send to: AMERICAN HOME, Dept. AHXP
P.O. Box 76, New York, N.Y. 10046

Please send me the items checked below for which I enclose $_____.

_____BP-102, Williamsburg Blueprint, with materials list, $10
_____Three sets of BP-102 with materials lists, $25
_____SP-15 Williamsburg Study Plan, $1
_____SP-12 Providence Study Plan, $1

Name

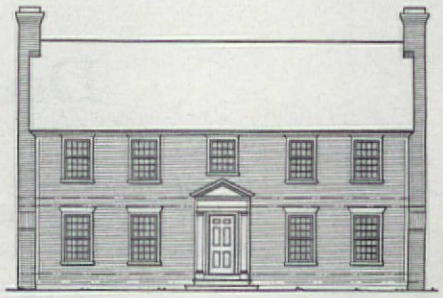
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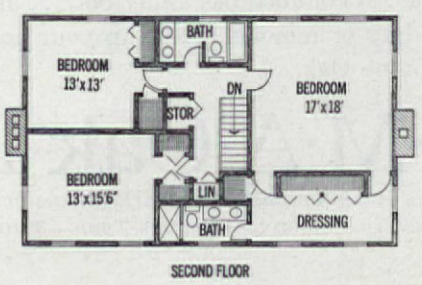
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Note: On all items ordered, allow about three weeks for delivery. New York State residents, add sales tax. Send check or money order (no stamps, please). Sorry, we are unable to handle Canadian, foreign, or COD orders.

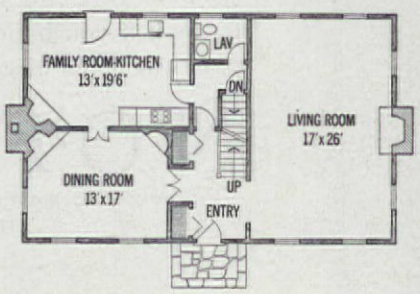
## Providence-Style House

The house shown here is designed in the style of 18th-century houses in Providence, R.I. For interior views of this style house, see *Saved by People Who Cared*, June, 1966. An alternate second-floor plan with four bedrooms is included in Study Plan SP-12. Use coupon above to order.





SECOND FLOOR





Mail coupon to: Westinghouse Flowers, P.O. Box 1700, Dept. LHJ, Roseville Station, Newark, N. J. 07107. Gentlemen: I pick this arrangement. Enclosed you'll find ☐ check ☐ money order for $4.99 and the Ⓦ from the carton of Westinghouse light bulbs I bought. Please send flowers to:

Name_____

Address_____

City_____ State_____ Zip_____

A-1



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Name_____

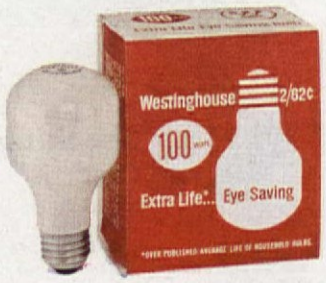
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A-1

# These lifelike flower arrangements can be yours when you buy Westinghouse light bulbs.

## Here's what to buy:




New Shape Extra Life* bulbs... Soft, glare-free, longer-burning light in 40, 60, 75, 100, and 150 watt sizes, plus 3-way bulbs.




New low-cost standard bulbs... A complete line of popular sizes: 15, 25, 40, 60, 75, 100, 150, and 200 watt plus 3-way bulbs.

You can be sure if it's Westinghouse Ⓦ

*Over published average life of household bulbs. Westinghouse Electric Corp., Lamp Division, Bloomfield, New Jersey.

## WHAT IS SOLID STATE?

Solid state is a term we're beginning to hear, and can expect to hear, more and more often.

What is it? A single piece of material that does the work in an appliance that was previously done by several interrelated parts. There are many forms of "solid state," but each has this in common—one part replaces several parts. It may be a "superswitch." Another form is an "electronic circuit." And of course we're all familiar with transistors that are being used in radios, phonographs, etc. They are one of the earliest forms of solid state.

Solid state is by no means new. It's played an important role in computers for some time. But it's only in recent years that we've been able to produce it at prices economical enough for consumer use. Here are some of the advantages you can expect to find in an appliance using solid components.

### RELIABILITY

A solid-state switch has no moving parts to wear out. Therefore, you can expect a longer life and few (if any) service calls involving that particular part of your appliance.

A good example of this is the known reliability of transistors. There's a new dishwasher this year that has a solid-state timer control backed by a five-year guarantee.

### CONVENIENCE FEATURES

Thanks to its greater reliability, solid state has made possible several unique convenience features such as:

*Electronic ignition on gas appliances.* The dependability of the "superswitch" has eliminated the need for pilot lights in many instances. Already you can (or soon will be able to) buy a pilotless clothes dryer, and ranges (electronic ignition is usually in the oven but one range features it on their surface burners also) and in the future—furnaces too.

*Cordless, rechargeable appliances.* The need for reliability is obvious in the charging base of these appliances, which are often in use 24 hours a day. A tiny solid-state part works continuously to change the electricity from AC to DC.

### OTHER CONVENIENCES

By its very nature, solid state also makes possible these other important conveniences:

*Variable speed control.* Have you seen the new blenders where you can dial the speed fast or slow just as you dial your radio loud or soft? You can pinpoint the exact speed you want—an easy speed to whip delicate egg whites, or a powerful speed to blend a thick cheese spread, or any in-between speed you may want.

With solid-state controls you can dial an automatic washer to be gentler than hand-washing action for fragile laces and sensitive woolens. Another time, dial the agitator speed to do a thorough cleaning job on sturdy work clothes.

Some of the other appliances you can buy with solid-state variable-speed controls are electric knives, floor polishers, window fans, portable hair dryers, portable mixers, power tools, and furnace blowers.

A thought for the future: Wouldn't a dishwasher with a variable speed control for the force of the water be great? You could dial gentle water action for fine china and crystal, and powerful action for hard-to-clean pots and pans.

*Electronic light dimmer.* Much like the variable speed control, the electronic light dimmer lets you dial an exact brightness (or softness) of your lights to suit your mood.

*Constant speed.* Ever have your sewing machine "run away" with you? And did you ever wish you could set it at a certain speed and know that it will maintain just that speed? We've heard rumors that there will soon be a sewing machine with solid-state controls that allows you to do just that. We already have portable mixers that maintain the same speed throughout the mixing (continued)


# Join the crusade against ugly.

**A realistic plan whereby Anti-Ugly Americans can employ the natural beauties of Holland to enhance the natural beauty of America.**




**Our Plan.**

Anti-Ugly Crusaders will beautify every ugly spot on earth. We will attack front yards, back yards, junk yards. Suburbs, cities and farms. We will line our walks with tulips. Spot our lawns with tulips. Every neon-blinking roadhouse will have tulips out in front. Every townhouse will have tulips in the back. Our motto: Down with Ugly! Up with Tulips!




Every Nine Dutch Tulip Bulbs Make A Yard And One-Half Of America More Beautiful!




**Ugly-Spot Remover Starter Set.**

We'll send you a handsome anti-ugly trowel (fits either hand) that digs a perfect Dutch Tulip Bulb Hole. Plus a beautiful Ugly Button. Send check or money order for $1.00 to Ugly, 29 Broadway, New York, N.Y. 10006, Dept. 101. Enclose 15¢ for additional Ugly Buttons. (Quantity discounts for Garden Clubs.)



Muncie, Indiana. Mrs. Rita Nord planted sixty-six Dutch Tulip Bulbs in twenty-seven minutes during her garden club's annual Speed-Planting Contest. She lost.

**How to plant a Dutch Bulb.**
**1. Dig a hole. 2. Drop a bulb. 3. Six months later:**






**Shocking Fact!**

When tulips bloom they're beautiful. But when they're bulbs, they look (ugh) like *this*. Get them out of sight! Put them six inches underground. Six inches apart. One day—*Goodby, Ugly! Hello, Beautiful Tulips!*

**Jan de Bol says:**

The bigger the bulb, the more beautiful the bloom. Dutch bulbs make beautiful, blooming tulips.

Netherlands Flower-bulb Institute, Inc., 29 Broadway, N.Y. 10006

(continued) of a cookie batter (from liquid ingredients up to cookie dough).

*Accurate sensing devices.* The clothes dryers that sense the dampness in your clothes and turn off at the right time do this with solid-state parts.

Several of the new cars this year have "automatic climate control." Solid-state sensors indicate temperature changes to activate the car heater or air conditioner so the temperature inside remains the same.

### TINY BRAINS

Up till now, we've been discussing solid-state controls, the so called "super switches." Electronic (or integrated) circuits, the brains of an appliance, are a brand-new development for consumer products. Just introduced is a rechargeable portable radio that's no larger than a pack of cigarettes. All the wires and connections are replaced by a tiny solid part the size of a period!

And we've recently heard about another electronic circuit being developed for use in television sets. By using it, manufacturers will be able to produce a revolutionary new television receiver that would be thin enough to hang on the wall—like a picture or mirror. This circuit, however, is still very much in the planning stages so we doubt that it will be around in the next few years.

### BETTER DESIGN

Another aspect of solid state that can't be ignored is its influence on appliance design. Using small solid-state parts in place of several parts or larger components will give product designers more freedom to create even better-looking products than are now on the market. The controls and mechanical parts will have much less influence on size and appearance.

### WHAT IT MEANS

What does all this mean to you? How much should the words solid state on a product influence your decision to buy it? Undoubtedly, as we have shown you, the use of solid-state parts can offer distinct advantages. But just because the product has solid state does not mean an across-the-board guarantee that it's better. Quality is still important in *all* parts of the item. Where the solid-state parts are specifically concerned, your best guide to getting better quality is to ask just how they will improve the performance. Compare the answer to the plus factors we've pointed out.


# Yesterday, Tommy Nelson's mother mastered the art of making lasagna...



Now lasagna is almost as popular as Mom at 6160 Martin Street in Detroit. Mrs. Nelson has discovered Chef Boy-Ar-Dee® Lasagna. It's a complete and authentic Italian dinner—yet quick and easy to prepare.

Chef Boy-Ar-Dee Lasagna gives you broad, wavy egg noodles, meat-rich sauce, plus carefully aged, grated cheese—all in one packaged dinner.

Let Chef Boy-Ar-Dee help *you* master the art. Serve Chef Boy-Ar-Dee Lasagna to your family, and listen to the "compliments to the chefs."




## Chef Boy-Ar-Dee® Complete Dinners for "compliments to the chefs."

(Tommy Nelson's Mother, Chef Hector Boiardi and Tommy)



Try the other Chef Boy-Ar-Dee Complete Dinners: Spaghetti with Meat Sauce, Spaghetti with Mushrooms, and Spaghetti with Meat Balls.


## COMING IN NOVEMBER—REBIRTH OF THE TOWN HOUSE

In our effort to make the best possible use of land, town houses are coming back in a great big way—not only in urban areas but in the country as well! Next month we'll show you the newest in town-house design across the country—what to look for in town houses, how to decorate them, their many advantages. All this PLUS the first tempting recipes from the new AMERICAN HOME ALL-PURPOSE COOKBOOK, gardening in the city, a peek at *American Home*'s own Test Kitchens.

THE FAMILY PET

# FALL PET CARE

By Patricia O'Keefe

To keep your pets happy, healthy, and handsome during the winter months to come, here are a few things you can do for them right now:

### CHECK SKIN AND COAT

This is the time of year when cats and dogs grow their winter "underwear." In all but the warmest climates, the soft, dense undercoat grows in more thickly, and the top coat gets longer and heavier. You'll find more than the usual amount of shed hair on carpets, furniture, and your navy wool suit. Loose, dead hair is as much a nuisance to your pets as it is to you. They feel itchy and uncomfortable, so it's time to get busy with the brush and comb.

A short-haired dog's coat can be slicked down with a brush. Use one with blunt bristles that reach down and massage the skin, but won't actually scratch. Long-haired dogs often need to be combed first to remove tangles, then brushed for sleekness.

If you have let your dog's coat become matted behind the ears or in the long, feathery hair on his legs and body, carefully coax out the mats with a comb.

When hard knots of hair resist combing, carefully cut each knot into several lengthwise strands. Then separate each with a fine-tooth comb.

When you begin brushing a cat, work from tail to head. This technique loosens hair quickly and distributes natural oils into the coat. The next step is smoothing the coat in the direction in which it grows.

While you're brushing and combing, inspect the skin for signs of fleas, lice, or ticks. Even pets that lead very sheltered, well-chaperoned lives can pick up these uninvited guests this time of year. The little varmints are looking for a warm place to spend the winter. If they take up winter residence in the crannies of your dog's house or in floor cracks or baseboards indoors, getting rid of them can be a major exterminating job.

Fortunately, there are many quick, safe pesticides for dogs and for cats. It's important that you read the labels when you buy flea sprays, powders, or shampoos, especially if you own a cat. Licking himself, a cat can be poisoned by a home-made flea remedy or a commercial insecticide that is not specifically formulated to be used on a cat.

### CLEAN THE DOGHOUSE

Before cold weather comes, sweep out the doghouse and scrub the interior with a disinfectant. Put down a thick layer of straw or cedar shavings for your dog to sleep on. You may think an old throw rug or blanket will be softer and more comfy, but remember, fabrics get damp and hold moisture. Straw, cedar shavings, or shredded newspapers will keep him warm and they have the added advantage of being easy and inexpensive to replace often.

### YOUR DOG'S WARDROBE

If yours is a short-haired dog that stays indoors most of the time, don't feel you'll make a sissy of him if you dress him in a sweater for his outdoor exercise. Puppies, older dogs, and thin dogs often need more protection from the cold than nature gives them. Choose a sweater or coat that covers the chest as well as the back.

Those funny-looking dog galoshes do have a practical purpose: They protect the paws of city pets from chemicals spread on sidewalks to melt snow. Rock salt and other snow-melting products will irritate soft footpads and can make a pet sick if he attempts to lick them off his feet.

If your pet refuses to wear boots (try to keep a pair on a cat!), be sure you wipe the caked snow and slush from his feet when he comes in.

### VISIT YOUR VET

Annual health examinations may add years to your pet's life. Regular checkups are especially important if your cat or dog is five years or older. Many problems found in elderly pets—bad teeth, ear and eye troubles, heart or kidney disease, and obesity—can be headed off if you give the veterinarian a chance to treat them in the early stages.

It is especially important to check with your veterinarian about a booster-shot schedule. Many pet owners think only puppies and kittens need vaccinations for distemper and other common infectious diseases. This is a mistake. Periodically, dogs and cats need revaccinations in order to be fully protected.

### LOOK AT YOUR PET'S FIGURE

Has your pet a paunch? Is puss more pudgy than svelte? Overweight is one of the most common health problems well-fed and pampered pets have.

If too much food and too little exercise have made your pet fat, put him on a diet. Cut out table scraps and snacks, and let a well-balanced menu of dog or cat food—slightly smaller portions than usual—make him trim again. Of course, a hunting dog or one that spends most of his time out of doors may need more food in the winter to provide extra calories for warmth and energy.

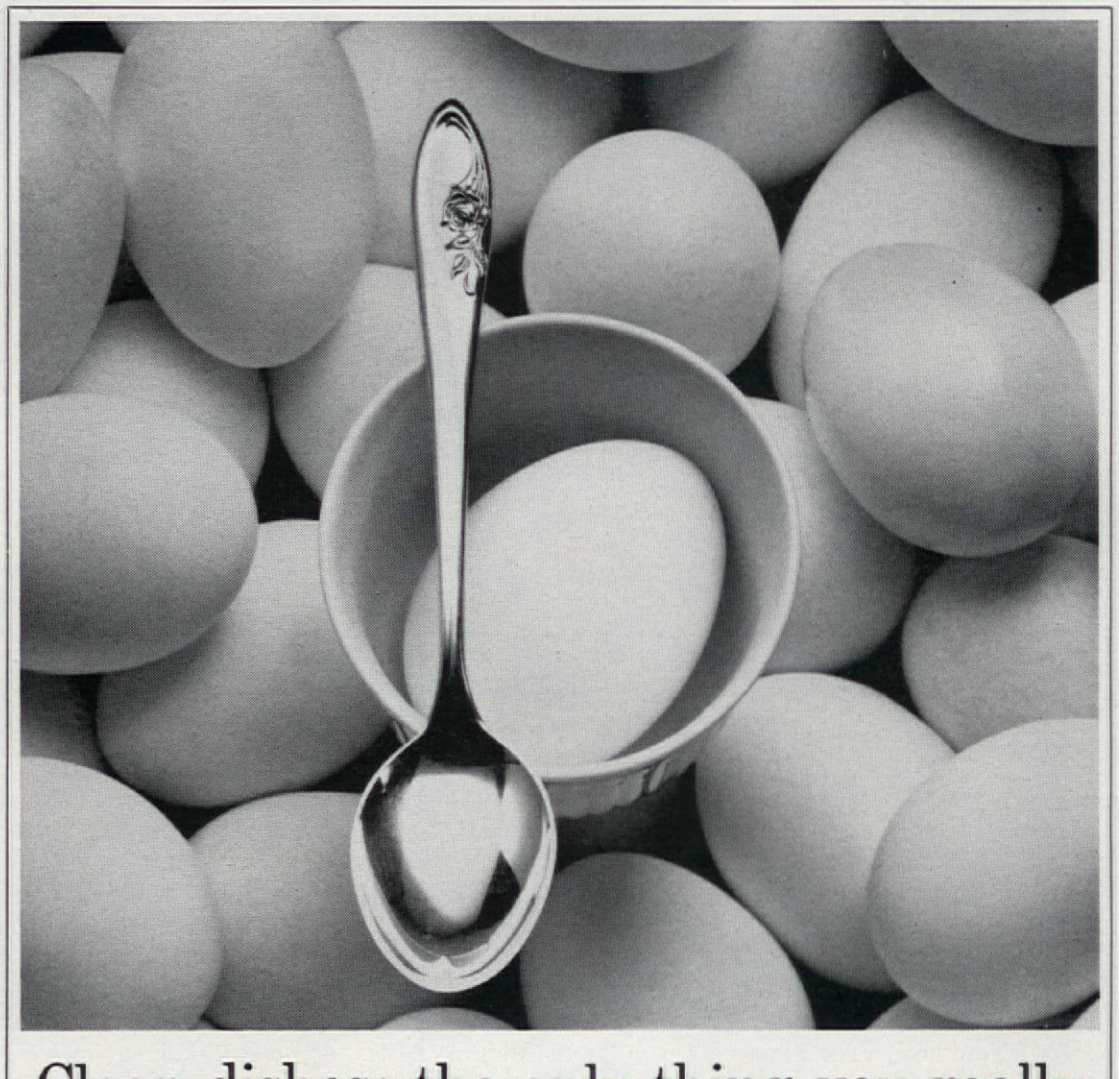
You also might resolve to walk your dog a block or two farther on nice brisk days. The extra exercise may help your figure too!

### DOG OBEDIENCE CLASS

Obedience training has become such a popular hobby among dog fanciers; there are clubs in nearly every community offering classes in the basics of good behavior for family pets. Some classes are strictly limited to pure-bred dogs, but many accept mixed-breed dogs as well. Humane societies, 4-H clubs, and municipal recreation departments are other organizations that often sponsor dog-training programs.

The courses consist of eight to 12 weekly training sessions taught by an experienced trainer. Tuition is not expensive—$8 to $20 when the course is given by a nonprofit organization—and worth much, much more. If you do your homework regularly (a 15-minute workout every day) and attend class regularly, you will be the proud owner of an obedient dog and have a diploma to boot.

If there are no dog-training classes in your town, there are many excellent books on dog training available. Send a long, self-addressed, stamped envelope to: Pet Food Institute, Dept. AH, 333 No. Michigan Ave., Chicago, Ill. 60601. They will send you a free, easy-to-follow booklet called "Dog Training Tips."

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Wouldn't it be easier to find him in the Yellow Pages under "Floors"?



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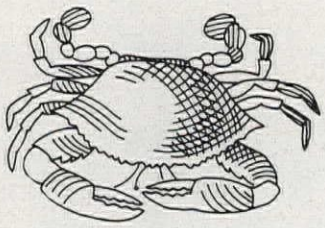
Like a sample for your villa? Write to Azrock Floor Products, 502 Frost Building, San Antonio, Texas 78205

# NEWS AND NOTES

We've been up to our usual pace during the late summer months . . . taking a look at some of the beautiful countryside we live in. This time it was at the shore in lovely Virginia Beach, Virginia. One of the things we enjoy most about traveling is sampling the food of the region. What could be better around the Chesapeake Bay area than those succulent fresh crabs! We love staying at the Halifax Hotel in Virginia Beach because the food is so good and the people are so warm and friendly. One of the best dishes I have ever tasted is their Deviled Crab Croquettes. Margaret Gilliam, who with her husband, Charles, and her mother, Mrs. W. H. Kitchin, make this hotel the perfect place for a family vacation, gave me the recipe to share with you. I hope you try it and enjoy it as much as we do.

**Deviled Crab Croquettes**

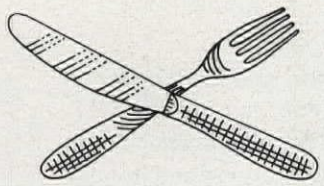
Mix together 1 pound of crab meat; 2 tablespoons chopped onion; 4 tablespoons mayonnaise; 2 tablespoons prepared mustard; 2 tablespoons Worcestershire sauce; 2 tablespoons melted butter or margarine; 3 eggs,



beaten; and salt and pepper to taste. Shape into 6 to 8 cakes or ovals, roll in fresh cracker crumbs, and fry in deep fat until golden brown. Be sure and drain them on absorbent paper as you remove them from the fat.

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We have just returned from the recent Housewares Show where we enjoyed seeing the **latest trends in equipment and housewares.** These are some of the unusual things we noted: New travel convenience from Westinghouse, a Steam/Press Valet—great for touching up pants creases, collars, cuffs, ties, etc. Hamilton Beach's small cordless Knifette, an electric utility knife in soft pastel colors of blue, white, sandalwood, or yellow. Bernzomatic's automatic Fountainette beverage dispenser, a portable soda fountain for the family. Oster has a new kind of appliance combination, a can opener-ice crusher. Troy's Electric Spoon combines a rotary beater with a spoon shape so you can beat and scrape at the same time. Bread warmers from Salton include a long, narrow French Bread Warmer and a



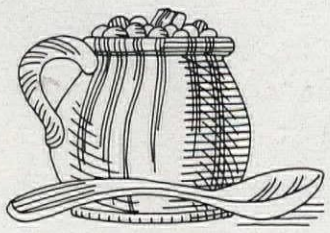
squarish Bun Warmer. Speaking of food warmers, Presto's new warming tray has a wood-grain finish. And we found a cordless electric spaghetti fork (what won't they think of next)! For kitchen convenience, we also saw a small portable file from Hamilton-Skotch, for guarantees, instruction books, etc. From Contact there's self-adhesive plastic labels, 108 for 49¢.

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We recently had a chance to enjoy some real **old-fashioned Southern hospitality** when we visited the Magic Chef plant in Cleveland, Tennessee. Though the hospitality was old-fashioned, the convenience features and styling on the Magic Chef appliances certainly aren't. We were impressed by quality control through every step of the manufacturing process when we toured the plant.

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We've been fascinated with this legend about **Boston baked beans.** It came from that very knowledgeable Ellen Stillman who is with the B & M Brick Oven Baked Bean Company in Portland, Maine. Boston baked beans originated not with the Bostonians but with the Indians. They soaked the beans to swell them and soften the skin. Next they added a little deer



fat, wild onion or leek, and placed the beans in a stout clay container that was then placed in a hole lined with hot stones, covered with sod, and baked overnight. These beans made a profound impression on Pilgrim housewives whose religion forbade worldly activities of any sort on the Sabbath, including cooking. They found they could put them in their brick ovens to bake Saturday night, and have a hot meal to serve on Sunday. When the religious laws were relaxed and cooking was permitted on Sundays, the serving of baked beans became a Saturday-night tradition in New England. I can attest to that personally, because my mother's family (the Couris) hails from Portland, Maine.

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## IN YOUR SUPERMARKET

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Here are some exciting **new products for your dinner table.** Have you seen Mr. Wiggle, a new candy-flavor gelatin dessert, that requires no cooking and no boiling water, from General Foods? The kids'll love to make and eat it: flavors include Lollypop Lime, Jelly-bean Strawberry, Candycorn Orange, Gumdrop Grape, Rockcandy Raspberry, and Candyball Cherry. Four frozen, prepared, International Dinners from Swanson . . . Mexican, German, Italian, and Chinese. Inspiration for these dinners came from traveling Americans, we're told. A new red dinner wine from The Taylor Wine Company, called Lake Country Red . . . sampled it at their press conference and it is smooth and lightly dry. Wish-Bone Creamy Onion is a new bottled dressing from Thomas J. Lipton, Inc. A one-step Angel Food Cake Mix from Betty Crocker also comes in these flavors: Confetti, Raspberry, Strawberry, Lemon Custard and Chocolate Parfait. Great Shakes in chocolate and vanilla are milk-shake mixes from General Foods . . . you pour cold milk into a shaker that comes with the mix and shake (what else?). Marinated Garbanzos (ceci beans) is the newest product to join the family of S & W Fine Foods, Inc. From Paul Masson Vineyards of Saratoga, California, comes a new red table wine, Rubion, a soft, dry claret type.

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Don't forget that famous of all nights in October—**Halloween.** We love those kids who are out for Trick or Treat because it gives us a chance to cook up a batch of sugary doughnuts. Wrap each in plastic wrap or bag and be a big hero—even at home!

*Virginia P. Haskell*


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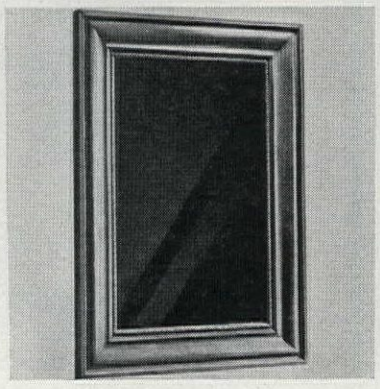
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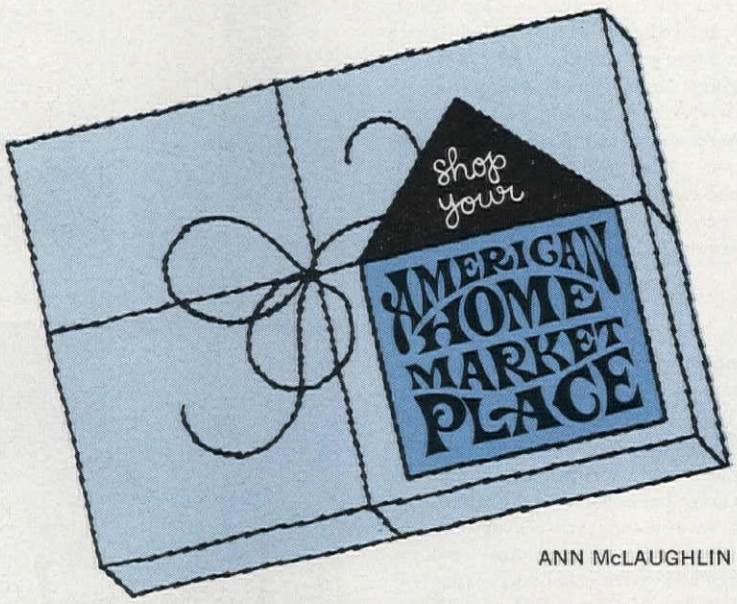
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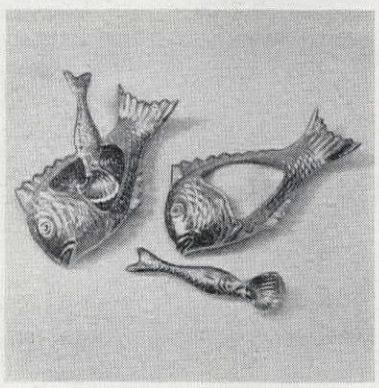


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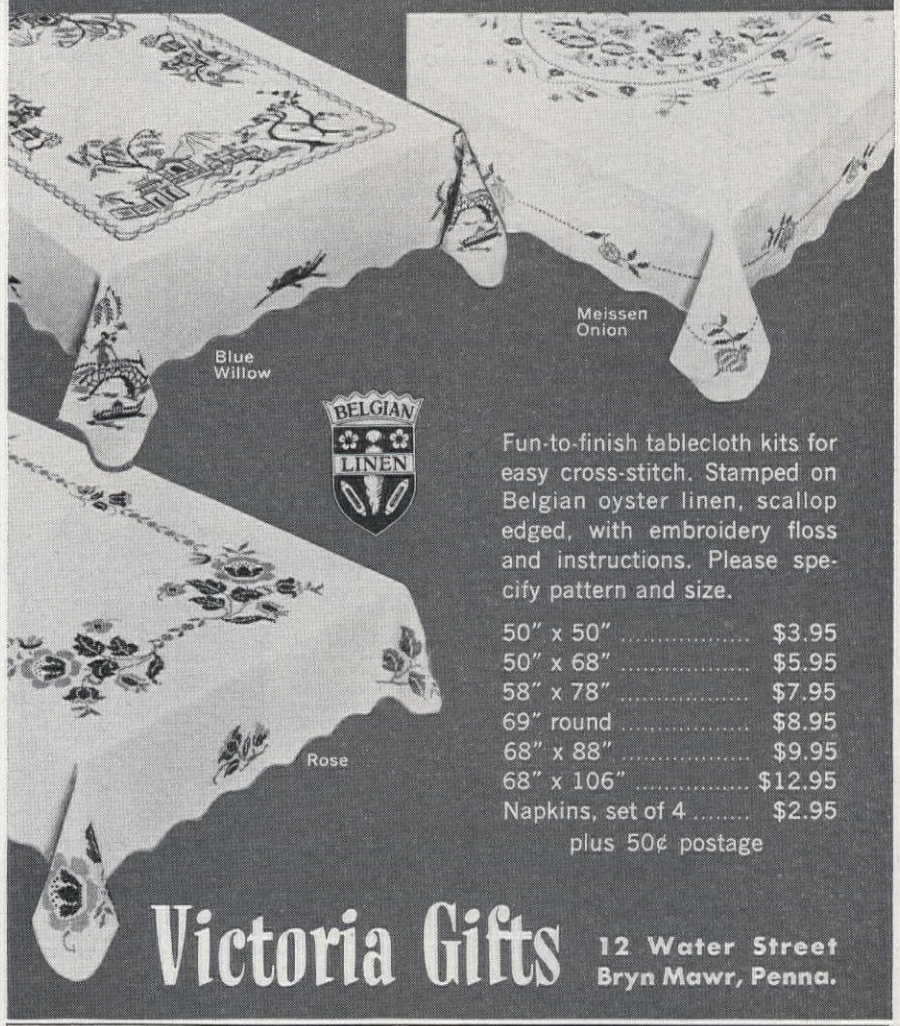
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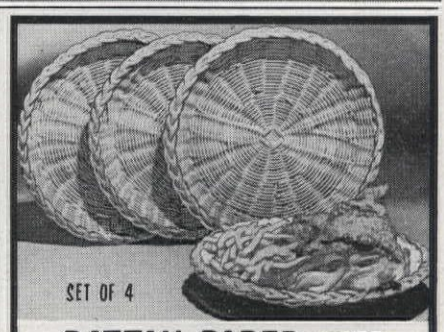
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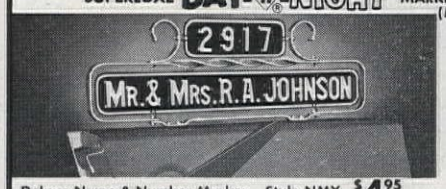
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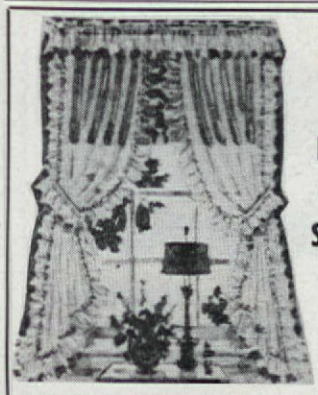
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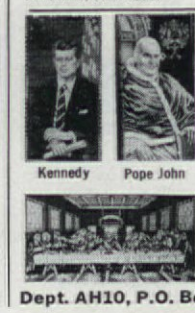
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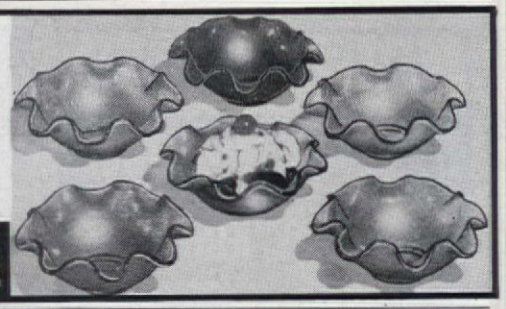
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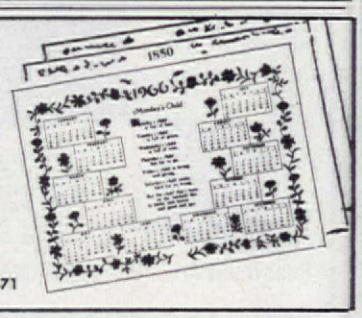
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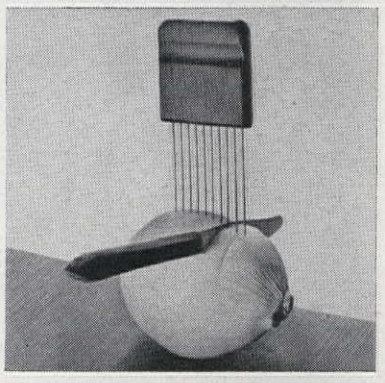


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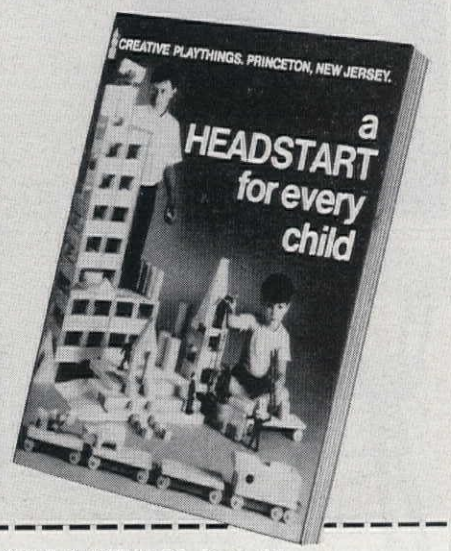
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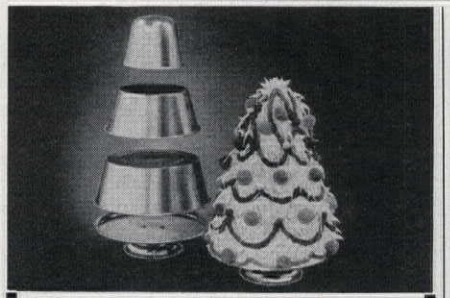
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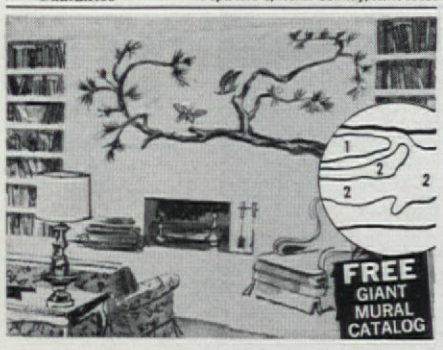
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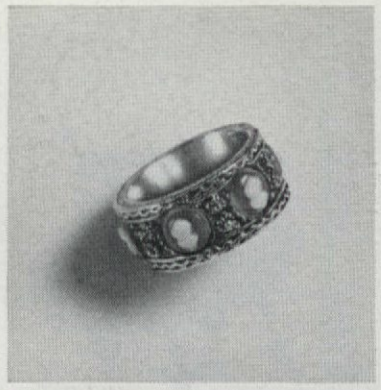
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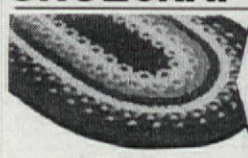
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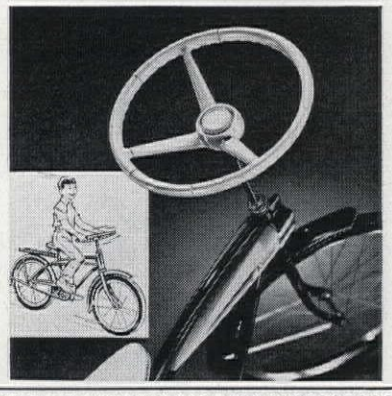
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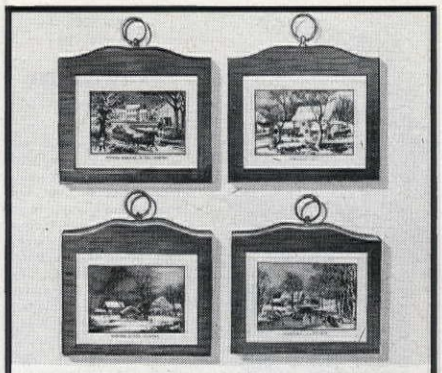
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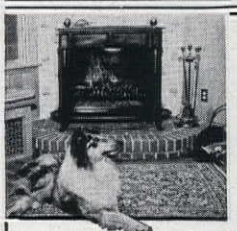
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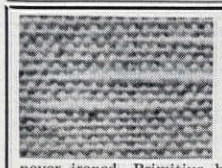
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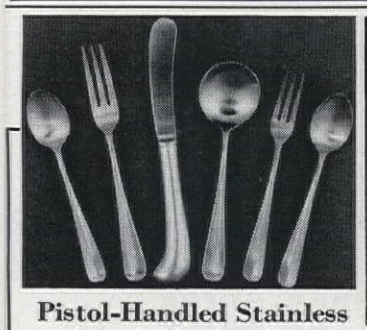
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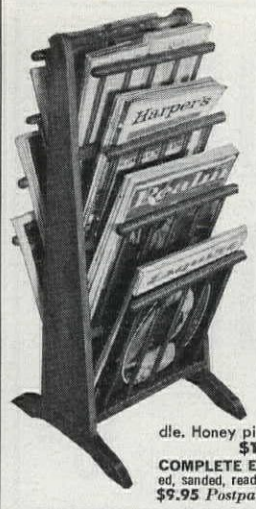
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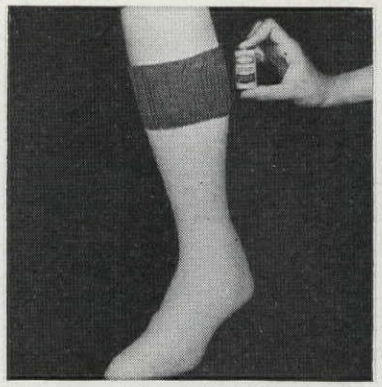
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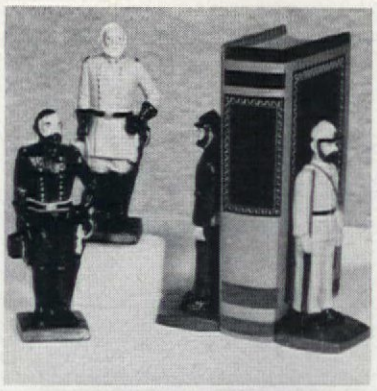




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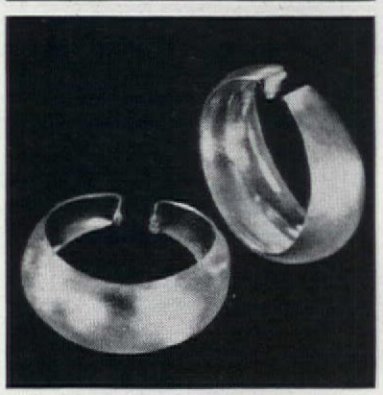
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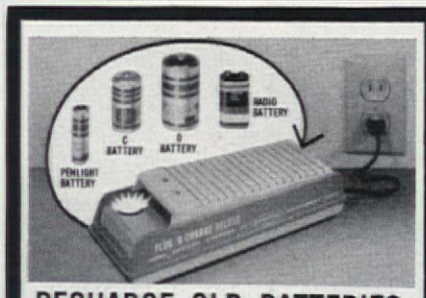
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**PURE WHITE • FLAWLESS**

STRONGITE is a hard and brilliant synthetic gem, at a fraction of the cost of a diamond. STRONGITE'S hardness enables us to offer you an UNCONDITIONAL LIFETIME GUARANTEE in writing against chipping and scratching. All shapes and sizes up to 20 carat. Easy payment plan. Money-Back Guarantee within 10 days. Send no money.

Write for FREE BROCHURE with settings for men and women.

**THE STRONGITE CO.** Dept. 44A, 7 W. 45th Street New York, N. Y. 10036



## 3 LITTLE NUNS SING "DOMINIQUE"

Enchanting figurine of 3 Nuns has imported music box which plays their famous "Dominique" song. Makes an ideal Christmas centerpiece; so intriguing as a decoration and conversation piece. 3-Nun Statue is 5¼″ x 5¼″, comes with musical key winder. A truly memorable and impressive gift for your family and friends who'll enjoy it throughout the years. Only .... **$4.98**

**CROWN CRAFT PRODUCTS**
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## 19 CHAMPIONS OF LIBERTY

TERRIFIC OFFER, trivial price! Complete U.S "Champions of Liberty" set of colorful stamps issued 1957-61 honoring 10 world heroes like Paderewski, Garibaldi, Gandhi. Includes both 4c and scarce 8c values PLUS giant Magsaysay stamp. Retail $1.00 — all 19 stamps yours for 25c. Plus fine selections of approval stamps to examine free. Buy those you want — or none — return in 10 days. Cancel service any time. EXTRA! Color souvenir and story of World's Rarest Stamp. Rush reply — sorry, only one to a collector.

**GARCELON STAMP CO., Dept. OAHL Calais, Maine**

# Things to do by telephone

Recruit a den mother



Lay down the law
to the repairman



Find a nice home
for the last of the puppies



Make an appointment
for a smashing new hairdo



Tell the store to send
those teeny-weeny tomatoes
for the party



Try to find a new and nerveless
babysitter



Get out the vote!



Learn estimate for
fixing the fender



Learn husband still loves you
in spite of fender

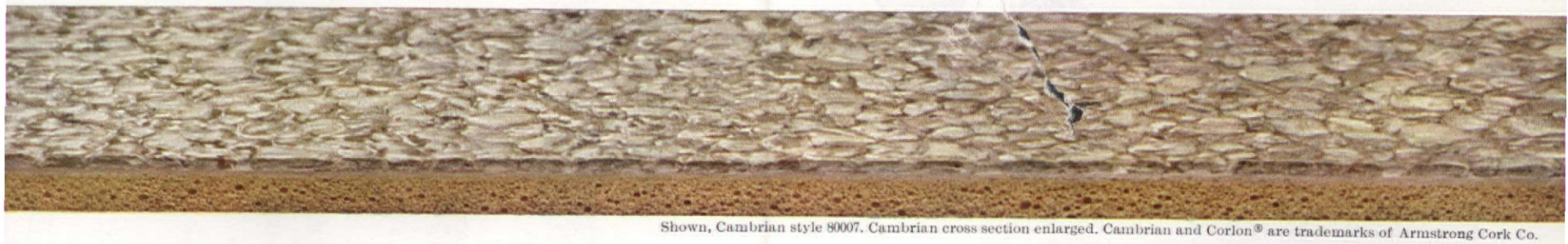


There's just no end to ways your phone can help you get through busy days. Rely on it, use it. For nothing else you use so often does so much—yet costs so little—as your telephone.

AT&T Bell System
American Telephone & Telegraph
and Associated Companies



# Take a test walk...



Shown, Cambrian style 80007. Cambrian cross section enlarged. Cambrian and Corlon® are trademarks of Armstrong Cork Co.

# and discover the remarkable cushioned comfort of this new Armstrong vinyl floor.

You won't believe how comfortable this vinyl floor is ...until you walk on it. It's new Armstrong Cambrian Vinyl Corlon, and it has a new kind of foamed vinyl cushion underneath. It's delightfully comfortable to walk on; it *gives* under your feet. Test-walk Cambrian at your Armstrong retailer's. Then you'll know.

**Takes a beating—doesn't show it.** For all its light-footed comfort, Cambrian is as tough as any floor Armstrong has ever made for your home. Even spike heels won't leave dents in it—it gives under your heel, then comes right back.

**Smothers noise.** Another virtue of Cambrian Corlon: its ability to absorb the noise of footsteps—the clatter of children at play. In addition, a floor of Cambrian Corlon dramatically reduces the noise of footsteps transmitted to a room below.

**Beautiful design.** New Cambrian Corlon has a warm, dappled design and comes in many beautiful colorings. It's perfect for the family room, children's bedrooms, the entrance hall, the playroom, the kitchen —all the active rooms of your home.



Cambrian is designed for active rooms like this: a family room.



Cross section shows thick, comfortable foam base under tough vinyl wear layer. Even spike heels won't dent Cambrian Corlon.

**Sealed seams for easy care.** Cambrian comes in six-foot-wide rolls that install with scarcely a seam. And where there is a seam, it's sealed by the installer—spilled water can't seep in.

**Warmer underfoot.** Cambrian Corlon's cushion base makes this floor warmer underfoot than most other floors. And Cambrian Corlon can be installed anywhere in your home—even in most basement rooms directly over concrete.

Cambrian Vinyl Corlon: comfortable, quiet, warm.

**Guaranteed by Armstrong.** Armstrong gives you a written guarantee with your purchase of Cambrian that covers both the material and the installation, if carried out by an approved Armstrong retailer. Ask your retailer for details.

**Take a test walk.** Feel Cambrian's cushioned comfort for yourself at your Armstrong retailer's. He's listed in the Yellow Pages under "Floors." For a free sample of this remarkable, new floor, a list of nearby retailers, and a 24-page color booklet about the active rooms, write Armstrong, 6610 Pine St., Lancaster, Pa.

## The floors for the active rooms: vinyl floors by Armstrong

# Now! Glasses that look too expensive to come in a box of detergent...

# but they do—in Duz!

There's never been a bonus like it! You can now own a whole set of stunning smoke-tinted crystal glasses in real Swedish Modern design. Glasses that give any table setting the clean fresh look of today's fashion. Yours exclusively in new Duz.

New heavy-duty Duz now has a brand new brightening booster that actually gets clothes brighter and brighter, wash after wash.

A clean fresh look for your wash. A clean fresh look for your table with a set of beautiful crystal glasses. Discover them both in new Duz!






Juice glass, goblet, tumbler, iced tea glass—collect a whole set.